Volume IX, No. 4 66 April, 1933

SOAP

with which is included an

Insecticide & Disinfectant Section

Published by MACNAIR-DORLAND COMPANY, INC., 136 Liberty Street, New York

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BECAUSE OF

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- —lower and stabilized price
- —non-discoloration of soap
- —uniformity in odor value

Soap makers are recognizing the superior qualities of Citrene—a sweeter, more refined scent that appeals to buyers. And this powerful, more completely rounded odor effects a double saving—you can use less and it costs less.

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There'd be a Falcon Insecticide Ready to Lay Him Low

THE PALEOHIPPUS DIPLODOCUS had a biting desire for sweet meat. With his four sets of stingers and corkscrew claws, he nicked many a prehistoric man for a meal. But Mr. Cave-Dweller, helpless as a pretzel-bender in a straight jacket, could only sit and scratch. Occasionally his two ton club whizzed thru the air, but the derisive buzzing of Paleohippus Diplodocus as it winged its way over the horizon, showed that *his* insecticide had failed.

P. D. sleeps in the museum now, while his descendants the cock-roach, housefly, moth and bed-bug continue the dirty work. But for each, Falcon has built a quick-action insecticide that lays him low *permanently.*

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Highest uniform killing power is assured at all times because Falcon Insecticides are loaded with concentrated insect death (active ingredients). Not only is each scientifically controlled in manufacture, but each is tested for percentage of kill by the Peet-Grady method. This test assures maximum insect kill and gives real satisfaction to your customers.

This Spring and Summer will see large quantities of insecticides sold because large institutions will be doing exterminating work themselves. Plan now to furnish them with Falcon Insecticides and build the foundation for a profitable business.

★

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FALCON FLY SPRAY

FALCON BED-BUG KILLER

FALCON MOTH KILLER

FALCON MILL INSECTICIDE

FALCON ROACH POWDER

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City and State_____

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EAGLE SOAP CORPORATION

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Specialists in Sulfonated Oils

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POLISHES

SOAPLESS
SHAMPOOS

DISINFECTANTS

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The purity and uniformity of du Pont Rhodiones is the same, year in and year out

CHANGING STYLES are a great thing for the clothing business. But you don't want your soap aromatics changing all the time. You want to be sure formulae *never* vary. That's why you'll welcome these Rhodiones made by du Pont.

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METHYL RHODIONE

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RHODIONE CRUDE

Tenacious, powerful, stable. A well balanced product made to give you an inexpensive aromatic.

DU PONT

DU PONT AROMATICS

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Organic Chemicals Department
Fine Chemicals Division
Wilmington, Del.

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Gentlemen. PLEASE SEND ME SAMPLES of your_____

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*Address*_____

*City*_____ *State*_____

SOAP

Reg. U. S. Patent Office

Volume IX
Number 4

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NATIONAL OIL PRODUCTS COMPANY

Boston Chicago **HARRISON, N. J.** Hamburg, Germany San Francisco

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The Face of our World Today

differs from that of ancient times in many ways, thanks to the work of soap! In fact, civilization without soap is almost beyond present day comprehension.

That soap and cleansers can be made so well and sold so inexpensively has depended, in a large measure, on assistance from the American Alkali producers.

In the opening and development of this field Solvay has pioneered since 1881. A vital factor in the Company's present leadership is the confidence and patronage of soap manufacturers, large and small.

SOLVAY SALES CORPORATION

Alkalies and Chemical Products Manufactured by The Solvay Process Company

61 Broadway New York

SODA ASH • CAUSTIC SODA • AMMONIUM CHLORIDE
CHLORINE • MODIFIED SODAS • CALCIUM CHLORIDE
SALT • CAUSTIC POTASH LIQUOR • AMMONIUM BICARBONATE
CAUSTICIZED ASH • PARA-DICHLOROBENZENE • SODIUM NITRITE

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INCORPORATED

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for Soap Perfume

With the market for natural geranium oil in its present unsettled condition, the above products should be seriously considered by the soap manufacturer. Both work excellently in soap and will provide the geranium note at a cost which will be reasonable and at the same time stable. May we submit generous working samples?

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In our laboratories, we have facilities for manufacturing a complete line of compounds for soaps of all kinds, theatre sprays, para products, polishes, fly sprays, etc. Besides our standard perfume specialties, we can make up individual odors to suit your needs. It will cost you nothing to investigate the possibilities of these products. What are your problems?

SOAP SPECIALTIES
By Tombarel, Grasse, France

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Tombarel Freres produce a complete line of resinoids, all very interesting bodies for soap perfume. Resinoids not only give character to soap odors, but also act as fixatives.

Lavender, Absolute
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CHICAGO
Telephone—SUperior 1203

New York Office
114 East 25th St.
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The shopper at the counter hesitates. ● The *product* is not visible. He sees only the package . . . the CAN. ● His eye is stopped by this point-of-sale advertisement, and . . . he takes *your* product. ● We can re-plan your Package so it will become a sure focal point for wandering eyes . . . a strong on-the-spot *closer of sales.* ● Consult us on Package design, color and lithography. Plain CANS too, if preferred.

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Anchor

ANNOUNCES

THE NEW *ANCHOR*

Here, at last, is a real basic improvement in collapsible tubes—a startling innovation that puts the new Anchor Turret Tube far ahead of all ordinary types on the market today. It is notable primarily for its user appeal, thereby providing a powerful sales advantage for the product inside. • By no means is this to be considered just another captive cap device...one of the many tricky, intricate or improvised gadgets that crop up now and again. *On the contrary, the Turret Tube is eminently practical, supremely simple, and offers a measure of convenience for the user unknown heretofore.* Furthermore, it has been thoroughly tested and approved as an efficient container by Anchor Cap and Closure Corporation, specialists for a quarter century in sealing problems and closure equipment for packaged products.

COMPLETELY SEALED END

No matter what style of screw cap is used with a tube, there is almost inevitably a certain amount of evaporation or leakage, or both. When a product is sold within a short time after the tube is filled, this evaporation or drying out may not be excessive. But no manufacturer can control how long his product may remain in warehouses or on dealers' shelves. Nor can he afford to have any of it, even a small proportion, reach the consumers' hands in poor condition.

• Anchor, in its wide experience with all types of closures for every sort of product packed in glass containers, knows that a perfect seal is all-important—for consumer satisfaction and for upholding the reputation of quality products. Resale volume and continued public demand depend on it.

• To insure complete freshness and perfect condition of every package and every product, no matter what its nature, the Anchor Turret Tube is made with a sealed end. The tube is formed without an open aperture for the ejection of the product. Instead, there is a thin spot at the side of the top that can readily be punctured with any sort of pointed instrument. To make this initial opening of the tube easy for the consumer, wooden pegs are provided, to be included in the carton with the tube.

• Sealing the bottom of the tube offers no problem, nowadays, with the perfected present-day clips or crimping machines. Hence this sealed end construction at the top results in a complete hermetic seal of the contents of an Anchor Turret Tube...a far more effective seal than with any screw capped tube where the aperture is open... and for practically an indefinite period of time.

PERMANENTLY ATTACHED CAPS

The Anchor Molded Caps supplied with these Turret Tubes are permanently attached to the top of the tube at the time of manufacture. They are there to stay. They cannot fall off. They cannot come loose or unscrew. The construction of the top of the tube is such that the cap is

A TURN AND IT'S OPEN....

R TURRET TUBE

WITH CAPTIVE MOLDED CAP

securely locked on by the formation of the metal top. A ledge or shoulder holds the cap positively in place, yet allows it to rotate freely.

• Users no longer need have the exasperating experience of losing caps down drainpipes, of having them fall to the floor and roll away into inconvenient corners. No longer need they be bothered with the inconvenience of removing and replacing them, of struggling to match the threads of the cap with the threads of the tube. There is no such thing as liners falling out, nor can users of Anchor Turret Tubes ever find a liner sticking to the top of the tube...because no liners are used with this unique construction.

• Since the caps are permanently fastened to the tubes, it becomes unnecessary for manufacturers to inspect them for tightness, to replace any that may have jarred loose, or to retighten them after packing. All this production difficulty is avoided.

HIGHLY CONVENIENT IN USE

ONCE the user has started to use a product packed in an Anchor Turret Tube, he will quickly appreciate its remarkable convenience. A slight turn with the fingers, and the aperture in the cap is directly lined up with the aperture in the side of the tube top. After using, a slight turn in the other direction, and the tube is closed.

• Another big convenience is the fact that it is impossible to turn the cap too far or not far enough. An automatic stop brings the apertures exactly in line. Turning in the other direction, too, there is a stop so that only a half-turn is necessary in either case. Literally, a child can do it...and in the dark.

• When a new tube is to be opened for the first time, it is only necessary to turn the cap to the opening position and puncture it. Simple, easy-to-follow opening instructions, with a designating arrow, appear on the shoulder of every tube.

A projecting shoulder or ledge on the tube holds and securely locks the cap on the tube yet allows it to rotate freely. This projection extends around the entire circumference of the cap and is formed by a separate manufacturing operation after the cap is in place.

Here is shown the lug which prevents the turning of the cap beyond a specified point, thus providing the automatic stop that contributes so much to the unusual and welcome convenience of the Turret Tube.

When the aperture in the cap is turned to coincide with that in the tube, the product may then be ejected. The illustration shows the cap in the open position.

. . . . A TURN AND IT'S CLOSED

Sales Advantages of the Anchor TURRET TUBE

• Present-day conditions demand the unusual in merchandising. Rightly or wrongly, the public has come to expect greater values and greater attention to its desires and needs than ever before.

• Today many manufacturers are turning from the overexploited and temporary stimulus of price appeals and are concentrating on other things...the development of new products, new packages, new appeals to the consumer based on superior features and qualities. The influence of the package itself in arousing the impulse to buy has been widely recognized.

• The new Anchor Turret Tube offers an exceptional merchandising opportunity right along these lines for manufacturers of products packed in collapsible tubes. It provides an incentive for purchasers to buy your product in preference to a competitive one. It gives your present customers an added convenience that will help to hold their good will and future business. It gives you something new to talk about; something different to exploit; something distinctive and appealing to advertise.

• In appearance the new Anchor Turret Tube is outstanding. The lustrous black molded cap, with its distinctive shape, makes a far more attractive package than the ordinary type of tube. It looks as substantial and efficient as it actually is—a feature that is certain to have an important effect upon consumer acceptance.

• In addition to all this, it has the further sales advantage of delivering your product to the ultimate consumer in perfect condition. Which is a highly effective sales point on which your sales and advertising activities can capitalize.

• The specific benefits provided by the Anchor Turret Tube may be summarized as follows:

1. Complete protection of the product until it reaches the consumer.
2. Better protection for the product as it is being used; no lost liners, prevention of evaporation or drying out.
3. A real convenience for the consumer; a turn and it's open...a turn and it's closed.
4. Improved appearance, enhancing the attractiveness of the package and increasing its sales appeal.
5. Caps permanently attached to tubes; eliminating lost caps and the inconvenience of constantly removing and replacing them.
6. Filling and packaging processes simplified; no caps to work loose, to be replaced or tightened.
7. An improved package offering additional sales features for exploitation in selling and advertising.
8. An active force in creating customer satisfaction, increasing good will, and assuring repeat business.

No one can fully appreciate the Anchor Turret Tube from an illustration or a printed description. Only by actually using one personally can you get an adequate idea of how remarkably efficient and convenient it is. Anchor will be glad to supply samples that may be filled with products that you and members of your organization are accustomed to use. Send for these samples for actual test in your own homes.

ANCHOR CAP AND CLOSURE CORPORATION

22 Queens Street : Long Island City, New York

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In an Alsop Mixer you buy the product of finest experience and you get experienced service (for both of which there is no substitute). There is no economy in buying any mixer that is not an Alsop.

When inquiring please specify:

1. General nature of mixture and heavy or light, viscous or thin, hot or cold?
2. Does consistency change during process?
3. Are solids dissolved or kept in suspension?
4. Is slow, rapid or violent agitation needed?
5. Is mixing to be continuous or intermittent?
6. Is mixer to run on one tank or several tanks?
7. Size of tanks and volume of liquid to be mixed.
8. Voltage and type of electric current. (If A.C. state cycle and phase.)

For Economy with Satisfaction Buy Your Equipment From the

ALSOP ENGINEERING CORPORATION

39 West 60th St.
New York, N. Y.

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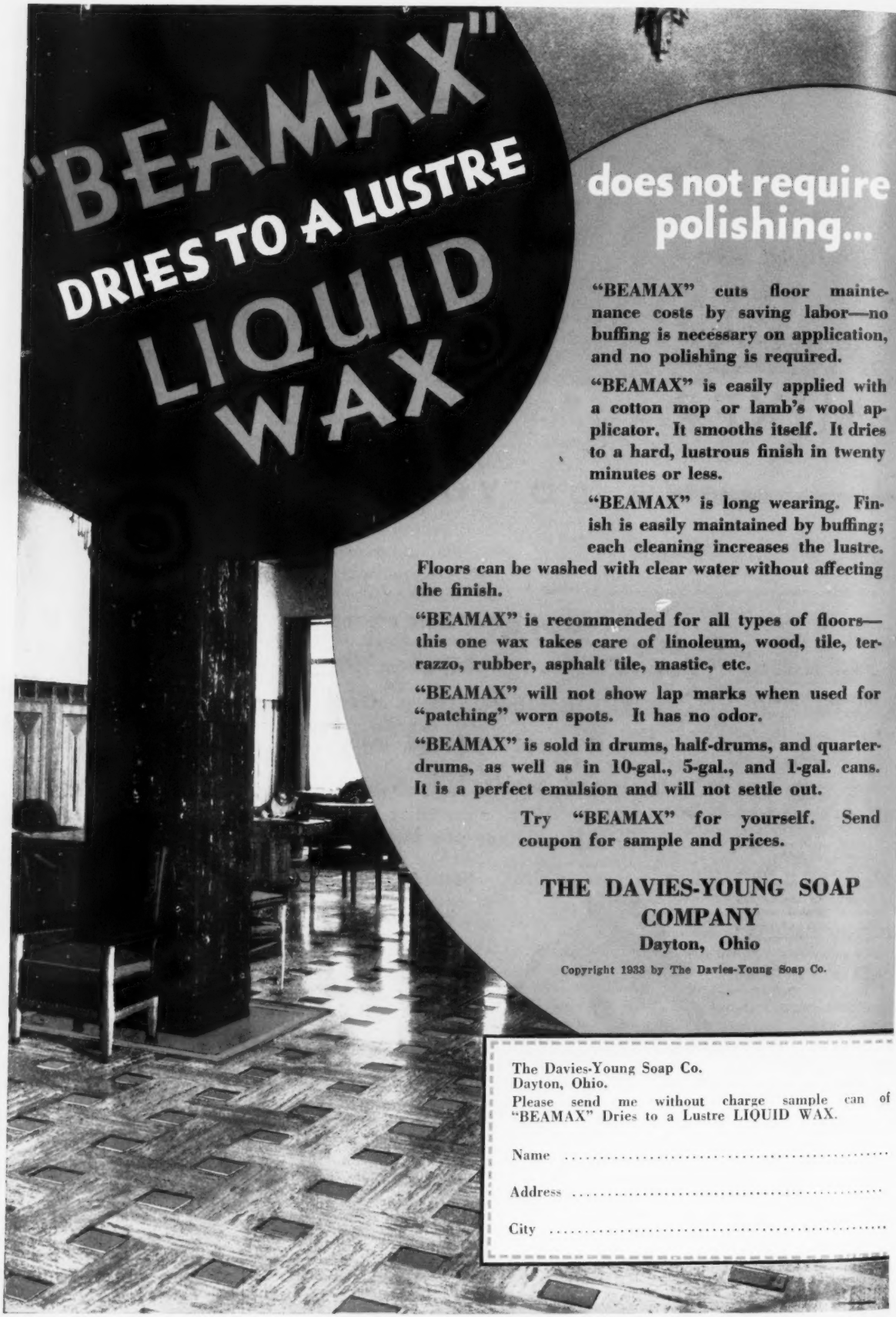
"BEAMAX"

DRIES TO A LUSTRE

LIQUID WAX



does not require polishing...

"BEAMAX" cuts floor maintenance costs by saving labor—no buffing is necessary on application, and no polishing is required.

"BEAMAX" is easily applied with a cotton mop or lamb's wool applicator. It smooths itself. It dries to a hard, lustrous finish in twenty minutes or less.

"BEAMAX" is long wearing. Finish is easily maintained by buffing; each cleaning increases the lustre. Floors can be washed with clear water without affecting the finish.

"BEAMAX" is recommended for all types of floors—this one wax takes care of linoleum, wood, tile, terrazzo, rubber, asphalt tile, mastic, etc.

"BEAMAX" will not show lap marks when used for "patching" worn spots. It has no odor.

"BEAMAX" is sold in drums, half-drums, and quarter-drums, as well as in 10-gal., 5-gal., and 1-gal. cans. It is a perfect emulsion and will not settle out.

Try "BEAMAX" for yourself. Send coupon for sample and prices.

THE DAVIES-YOUNG SOAP COMPANY
Dayton, Ohio

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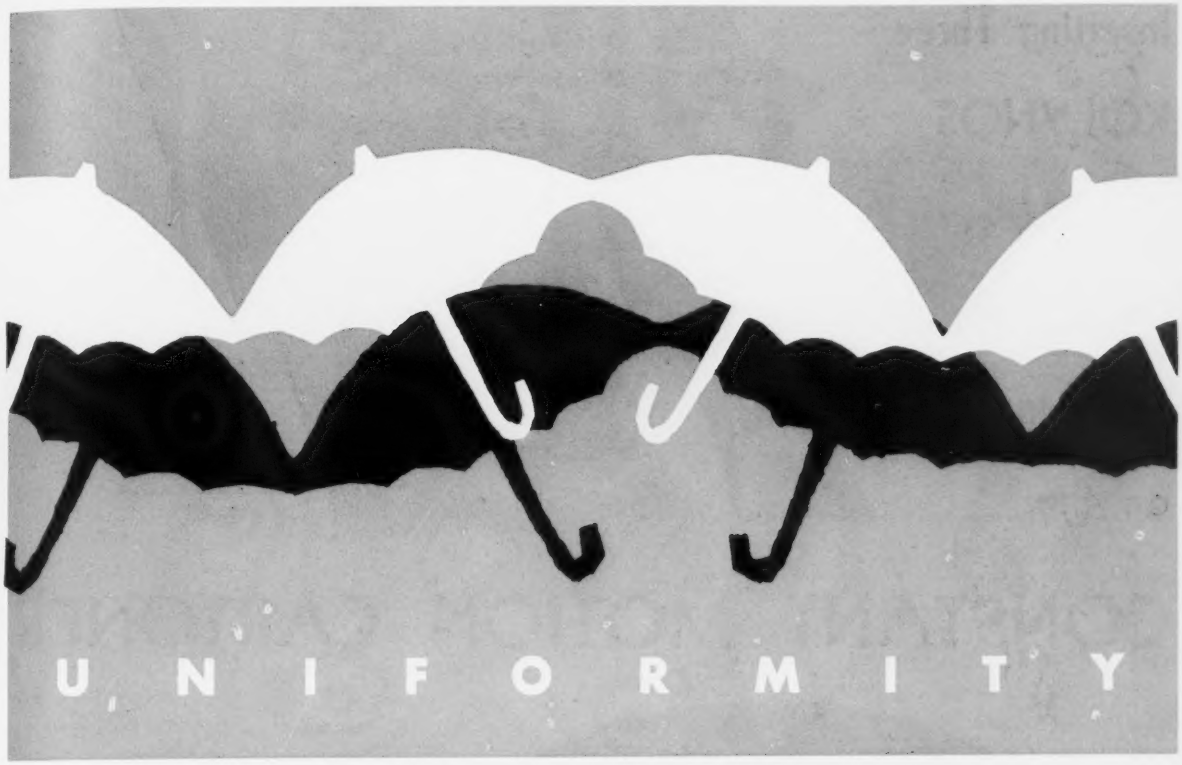
The Davies-Young Soap Co.
Dayton, Ohio.
Please send me without charge sample can of "BEAMAX" Dries to a Lustre LIQUID WAX.

Name .....

Address .....

City .....

Say you saw it in SOAP!



FOR RE-ORDERS

Niagara PARA

UNADULTERATED PARADICHLOROBENZENE

The next shipment of "Niagara Para" brings you exactly the same quality as the last one. Niagara is uniform; the crystals are always fine, always white.

And if you want Paradichlorobenzene in the convenient bead form, ask for Pearlpara. There's uniform quality here, too.

NIAGARA ALKALI COMPANY

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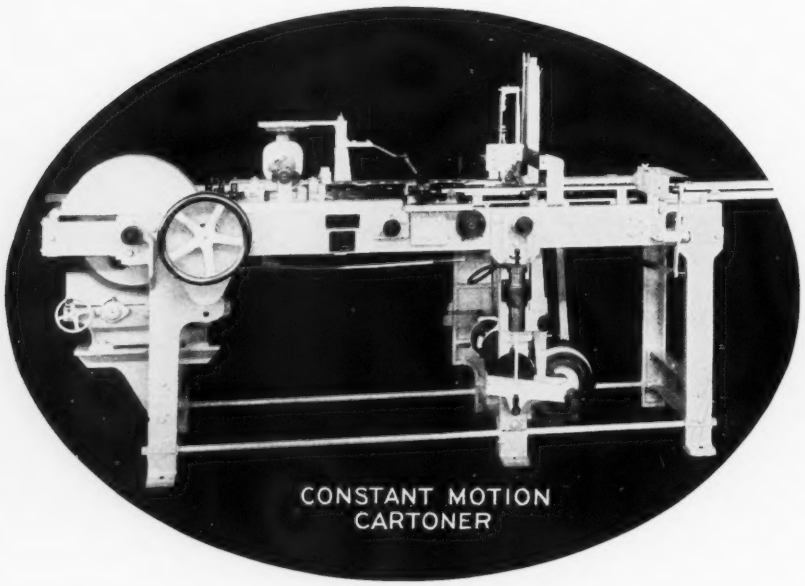
Associated with Electro Bleaching Gas Co. Pioneer Manufacturer of Liquid Chlorine

Say you saw it in SOAP!

Inserting Three KOLYNOS Dentrifrice Tubes Simultaneously on the

TUBES have thrice the time entering cartons as when inserted singly

CONSTANT MOTION CARTONER



Multiple loading makes 150 to 180 packages per minute possible at reasonable speed and without risk of injuring carton or contents.

The Constant Motion Cartoner infallibly discards an empty carton. Its silent and vibrationless operation insures it a long productive life.

Let us send you full particulars so that you can consider the availability of the Constant Motion Cartoner in your plant from every angle.

R. A. JONES & COMPANY, INC. » P. O. BOX 485 » CINCINNATI, OHIO

Our laundry and toilet soap presses are used almost exclusively by manufacturers, the world over, for pressing cakes of soap of every shape, size and quality. Write for catalogue.

SOAP

Volume Nine Number Four

Right About Face!

COINCIDENT with a report showing a decline in gross business in 1932 of twenty-five per cent from 1931 and thirty-five per cent from 1928, one of the leading American soap companies has effected a sweeping change in management. With the change comes a turn about in merchandising policies in the direction of maintained retail prices and greater protection for the independent retailer. A sales policy heretofore placing its greatest emphasis on tonnage, catering mostly to the carload buyer, and giving the chains and larger retailers a distinct advantage in price, is to feel the check of a traditional policy of independent dealer cultivation.

Free and unrestricted selling with price determined alone by quantity has long been in conflict with more restricted methods backed by an advocacy of retail price maintenance. Both methods over a period of years have brought unusual success to manufacturers in the soap and allied fields. But it so happens that during the period of decline in the case in question, a policy of "sell how, when and where we can" has been in effect. The reins are now in the hands of a family whose traditions and success in the soap business have always been closely interwoven with price maintenance.

We do not believe that the decline in business in 1932 can be laid altogether to sales policies, and we do not think that the loss is being blamed alone on this cause. The heavy inroads of low-price private brand imitations have taken toll here as elsewhere among the nationally advertised brands, and we believe, would have done so irrespective of sales policy. Be that as it may, the shift in policy will be watched with keen interest by soapers the world over.

—o—

Blame the Maker!

PROTESTS from various associations of retail dealers to manufacturers against low-price advertising of their products by chains, department stores, and cut-rate stores generally, are not new. The independent retailer invariably blames the manufacturer for cut-price competition, particularly where the cut prices are advertised. The retailer believes, and logically so, that such advertising injures his business, inasmuch as the low prices are thus called strongly to the attention of his customers, and that his prices appear much too high by comparison.

The retailer, however, is in error in blaming the manufacturer, and protesting to him, except in a small minority of cases. The fault, of course, lies with the old practice of advertising loss-leaders. The protest should be to the offending retailers. We grant that such protest would not do much good, but nevertheless, this does not alter the logic of the situation. Manufacturers have been trying for years through one form or another of price maintenance legislation to wipe out

the practice of advertising and selling loss-leaders. Thus far, they have not succeeded, and until they do, there is no practical way for them to control their goods in the hands of the price-cutting retailer. A few have tried and have found themselves entangled with the Federal Trade Commission as a consequence.

There should be no let-up on the part of manufacturers of standard brand goods in keeping retailers informed that they are not responsible for, or a party to the price-cutting activities of the loss leader specialties. Although most independent retailers should be fairly well informed on the subject of price-cutting, loss-leaders, etc., after twenty years of almost endless discussion, the fact remains that they are still apparently always ready to point the finger of blame at the manufacturer, and not at the offending competitor. Recent protests which have received quite some publicity should make the present a likely time for manufacturers to disclaim responsibility once again.

—o—

We'd Prefer Home-Made Cake

IN order to raise money for welfare work, we note that church groups in several eastern cities are undertaking the production and sale of home-made soap. According to one clergyman, the soap-making project among the women of his congregation "was begun in the hope that others would take it up." Imagine this home-made soap fad spreading from church to church and city to city. Is there anything of real service in throwing men in soap factories out of work in order to aid those who are already impoverished? Although on first judgment, this may seem rather far-fetched, it is not when we consider the manner in which all sorts of cracked-brain fads sweep this country one after the other.

Among the women workers in the churches of America, there are probably thousands who can bake a good cake, make good candy, or who are expert at needlework. On the other hand, there is probably not one in a thousand who can make even a fair bar of soap. So why in the name of plain common sense, have they picked on soap as a medium of aid for the poor? Probably because it is something different, and because it has received considerable newspaper ballyhoo recently. Cakes and cake sales are old stuff for churches. Soap is a new fad.

In one city where this church-soap plan is in full swing, a local soap maker met the situation by offering to take in the clarified grease from the churches in exchange for factory-made soap. This soap maker should receive a medal, awarded for saving these well-meaning folks from their own devices.

—o—

A tax of five cents per pound on all soaps made with coconut oil—this was the legislative masterpiece introduced last month simultaneously in the two houses of the Kansas legislature. The purpose of the bill was quite apparent, but its provisions were nevertheless ridiculous. If the law makers, in their sublime ignorance, were really anxious to cause annoyance and inconvenience to the people of their state, they could not have hit upon a scheme which could be more novel and effective. If there is one fatty ingredient needed in soaps for use with the hard waters of Kansas, it is coconut oil. Luckily for the people of Kansas, the proposal was killed.

—o—

The movement of American manufacturers into Canada through the medium of branch plants has assumed quite considerable proportions during recent months. Faced with a loss of their Canadian market because of the higher tariff rates, Americans are using the same means of preserving their Canadian business as have many European manufacturers in the American market. The branch plant is the orthodox means of circumventing a high tariff. Although a tariff is not ordinarily designed with this thought in mind, it certainly makes an effective means of attracting new enterprises.

—o—

During the past month, there has been a constant barrage of new proposed laws from a large number of state legislatures in session throughout the country. Although the state sales tax seems to be the most popular type of law, all seem to be searching also for some effective means of hamstringing the manufacturer from without the state. This, of course, makes a big hit with firms doing a national business.

Why the Private Brand?

The Department Store Buyer Answers the Question

PRIVATE brands—what part are they playing in the merchandising scheme of things in the modern department stores? What is their future in this trade? In quest of the facts as to where private brand soaps and soap products stand in the large retail establishments, a representative of *Soap* talked with the buyers in a number of leading department stores. Stores which went in for rather extensive newspaper advertising of their soap and toilet goods departments were selected as it was believed that their volume would be larger and better indicate the trend. Of course, there are certain large stores which are known to be almost exclusively private brand institutions, that is, they stock and offer merchandise under their own brands in every case where it is possible to do so and only carry nationally advertised, or we might call them "standard brands," where they are compelled to do so to meet the demand. This merchandising attitude was naturally taken into consideration in discussing the subject with the buyers.

Frankly, we wondered in one or two cases if the buyers could know as little as it appeared about the goods they were selling, or whether they were merely reluctant to give out information about their departments. At any rate, we were able to secure some general views, the consensus of which may have some interest. The opinion was expressed that the trend in the sale of private brand soaps and toilet goods by department stores is still on the rise, that the increase has been large during the past year, but that the rate of increase has slowed down of late. One large establishment stated that there had been little change in their proportion of private brands to total sales during the past year or two, and that they had always sold a goodly percentage of private brand soaps. This firm, we believe, is the one which originated some years ago the annual, and later the semi-annual, sale of hard water soaps. These sales, although they have spread to almost every leading department store in the Eastern cities, are still reported to be attended with considerable success.

The quest for information was aimed chiefly along the line of the popular-price toilet soaps. No particular attention was given to laundry soaps or to flakes and

Ewing Galloway

powders. Also, the higher-price toilet soaps, either private or regular brands selling from three-for-50c and up, were discussed only in a minor way, although in some stores, these sales amount to a very considerable dollar-volume. We found that the stores which had an appreciable stock of these soaps, were in the minority and that they were offering mostly fancy imported products. This does not, however, mean that there were not plenty of lines of imported soaps selling under ten cents and in competition with the regular run of five to ten-cent domestic soaps.

WHY is the sale of private brands pushed harder than regular nationally advertised brands? The answer to this question was, of course, quite generally known in advance and merely a confirmation of what is quite general knowledge in the soap trade. The wider profit margin permitted by the private brand is the one outstanding motive for pushing their sale. In one instance, it was pointed out that the store has no interest in advertising and pushing the standard brands. Their secondary object—profit being the first—is to establish and build up two or three of their own brands on a more or less permanent basis.

The plaint that nationally advertised soaps do not permit a profit margin wide enough to make them interesting was quite general. In one or two instances, the attitude of the buyer was more or less openly hostile to the standard brands. Called upon by his store to "make a showing" in this department, that is to build up the volume and at the same time make a profit, the buyer has found himself hemmed in between the firm price levels of the standard articles and the limitations on the prices which competition would permit him to get for these goods. The greater flexibility in his prices for private brands, permitted by lower cost, gives him the freedom which he claims is necessary in the operation of a soap and toilet goods department today.

As was pointed out by one buyer, with a wide range in private brand goods to select from, he can "cut his suit to the cloth." In other words, if a store desires to run a special sale or a series of sales,—and this seems to be the order of the day,—offering a toilet soap at 39c or 49c per dozen, a product especially designed for the purpose can be bought. Regular three to four ounce bars of milled toilet soaps comparable with standard brands are available for this purpose from the private brand manufacturers from $2.25 to $3.00 per gross, varying of course with type, odor, packaging, quantity, etc.

PRICES, of course, are hardly comparable unless all other factors are comparable. Quantity is also very important. For example, a low price was heard for a purchase of hard water soap by one of the large organizations operating four department stores. However, it so happened that the order covered 30,000 gross of soap which is quite a quantity of any private brand. These hard water soaps, incidentally have apparently become very important in the soap departments of the large stores. They are generally 4½ to 5½ ounce bars, sometimes wrapped and sometimes not. They range in price from about $3.00 per gross all the way to $4.00. The size of the bar, quantity, perfume, packaging determine where within this range they fall.

One leading organization which has for some years been very active in selling private brand soaps, puts out an unwrapped olive-palm oil combination bar which is quite obviously an imitation of one of the nationally advertised brands. This soap is understood to cost around three dollars per gross and to outsell the standard item in that particular store about ten to one. Although, this is only one of several dozen imitations of this same advertised soap offered by various soap makers, its sale has been built up to a remarkable degree by the store. The reason unquestionably lies in the fact that it costs about half of the standard brand, and can be advertised to advantage and sold at a lower price and wider margin of profit.

Compared with the range in private brand soap costs to the department store, it was pointed out that standard advertised soaps run from 3c for the five-cent soaps, and 4c for the ten-cent soaps up to 5c or more. Thus, the buyer is faced with what he considers an unduly high cost based on what he can get for the goods, and also based on what he has been educated of late to pay by the private brand houses. It was pointed out to the buyers in several cases that the national brands spent millions every year on advertising which is in fact an extremely powerful force in helping the retailer move these brands to the consumer. Some admitted that the expense of national advertising is a logical and just charge which must be borne by the price of the soap. Others took the attitude that the national advertising was not designed by the manufacturers primarily to aid the retailer in selling the goods, but was aimed primarily to force the retailer to carry stocks to meet the demand thus engendered for the soaps in question.

IN attempting to find out what types of soaps the department stores pushed the hardest, and why, we noted that hard water soaps, floating bath soaps, and similar types, some of them quite obviously imitations of the well-known brands, were most in favor. The reasons seemed to be that they lend themselves better to special advertising and special sales. Then came the vividly colored assortments of milled toilet soaps, followed by regular stock of more expensive toilet soaps.

In going into a discussion of comparative qualities of standard and private brands, we wondered again if some of these buyers really know as little about the soaps which they purchase for their stores as it might seem. They held that on the whole, there was little to choose in quality between the regular brands and those of private manufacture. In fact, questions about quality did not seem to elicit much in the way of enthusiastic response. The attitude was quite general that only the

best qualities of private brand goods were even considered, although judging from some of the reported prices, it is difficult to understand how it could be done. The mere intimation that their stores might even think of any quality but the best, apparently is something which causes great pain to the average buyer,—at least during an interview.

Answers on the average of the various units of sale indicated that twelve bars represent the figure for private brands as compared with something slightly under four cakes per sale for standard brands. The private brand units ran from boxes of three cakes all the way up to boxes containing forty three-ounce cakes. These latter incidentally retailed from 79c to $1.00 per box according to the store, and were sold only by the box. Many stores have a substitute private brand for most of the leading nationally advertised toilet soaps. These are most often sold in boxes of a dozen bars. Whereas these private substitutes used to aggregate only ten to twenty per cent of the sales in any class, they range today from forty per cent up to ninety per cent.

Wrapped or unwrapped? Packaging, perfume, and general appearance are apparently the chief factors being considered in determining price. On special deals for sales, where prices are dropped down to the minimum by the soap maker, unwrapped bars are the usual thing. In fact, most everything which can be eliminated to bring the cost down, is dispensed with.

WHAT have the manufacturers of standard brands done to combat the private brand, and to encourage you to sell more of their regular brands? The answers to this question were pretty much of a type. Advertising was indicated as the chief effort of the manufacturer. Reduction in prices was also mentioned, although it was stated that even with the most recent price cuts, there was still an insufficient margin of profit for the retail soap department, and too wide a spread between the cost of advertised brands and comparable private brands. It was pointed out in one or two cases, manufacturers of national brands, in order to meet price competition from private brands, were offering unbranded, or specially branded duplicates of their standard soaps at sharply cut prices. There has also been an expansion of the standard brand manufacturers into the private brand field, and a more determined effort on their part to secure a larger share of the business. This, it was stated, has added to the keenness of the competition for private brand business, with resultant price cutting and just so much additional widening of the price gap between the regular and private brands.

The department store apparently believes that it has been forced to change its methods of marketing soap. General economic conditions and the persistent efforts to offer goods at lower prices in response to what they believe is the public demand, are very probably the main forces behind the rise of private brand soaps to prominence in the department store especially during the past two years.

The Lithuanian soap industry is the third largest chemical industry in that republic, according to a recent Department of Commerce report. Production was valued at $610,000, in 1932, as compared with $800,000 in 1931, representing about 3,200 metric tons of laundry soap and 282 tons of toilet soap. Imports are dropping steadily.

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Extensive sampling of a number of soap products is being effected through the sale of toy drug store sets through department stores. During the Christmas season two metropolitan stores alone sold over 5,000 "Corner Drug Stores," stocked with sample packages of a number of nationally advertised articles. These included Packer's Tar Soap, Pepsodent, Ipana, Forhan's and Pebeco tooth pastes and Palmolive and Ingram's shaving creams. Some packages were filled, others were dummies.

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Domestic soap manufacture is increasing in the Dutch East Indies, according to a report from the American Trade Commissioner at Batavia. Laundry soap, of native manufacture, has practically replaced imported soap. Efforts to make a satisfactory toilet soap have not been successful owing to the lack of equipment. The report states that a good transparent soap is being made, however.

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The employment index of the American soap industry stood at 95.1 in February, 1933, as compared with 94.2 in January and 96.5 in February, 1932. The twelve-month average for 1926 is taken as 100. The pay-roll index stood at 78.0 in February, 1933, as compared with 77.0 in January, and 89.7 in February, 1932.

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Stocks of crude cottonseed oil on hand in United States as of Feb. 28, 1933, amounted to 159,060,442 lbs., as compared with 130,544,138 lbs. on the same date in the previous year. Stocks of refined oil were 802,124,732 lbs. on Feb. 28, 1933, as against 633,727,604 lbs., Feb. 28, 1932.

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Crushing and processing of soy beans will be exhibited at the Chicago fair, A Century of Progress, 600 square feet of space being given over to this exhibit which is sponsored by the University of Illinois.

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The government soap factory in Mysore, India, will start production of toothpaste this year. Its soap output was 240 tons last year, as against 260 tons in the previous year.

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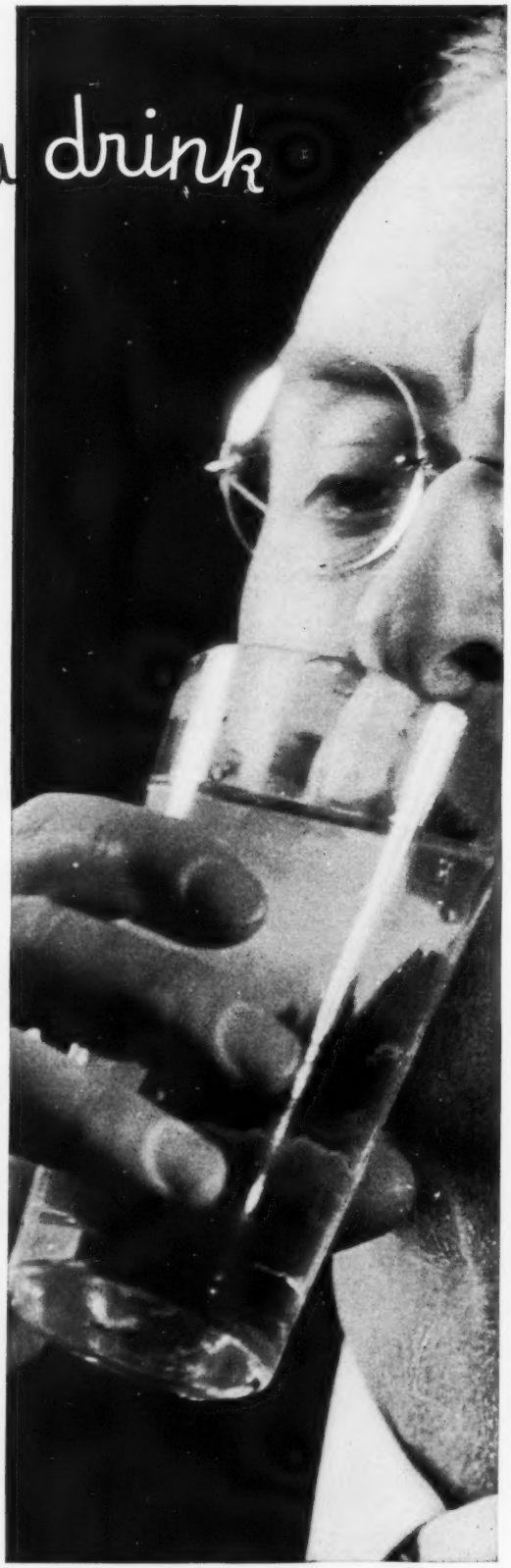
Figures released by the Advertising Record Co., showing 1932 radio chain expenditures by Chicago toilet goods manufacturers, include the following: Pepsodent Co., $1,735,380; Colgate-Palmolive-Peet Co., $476,436; Affiliated Products, Inc., $424,682; and Campana Corp., $268,377.

When you drink



• In the four corners of industry wherever chemicals are used, you will find American Cyanamid & Chemical Corporation represented. So our products enter into nearly every human activity . . . everything that people do. When you drink a glass of water, the glass itself is a whole chemical group; the water is treated, with products such as we make. This "diversification" makes us specialists in many industries . . . of which *your* industry is one.

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Carbonate of Potash
Caustic Potash
Cresylic Acid
Sodium Silicate
Tri Sodium Phosphate
Zinc Oxide
Zinc Stearate

AMERICAN CYANAMID & CHEMICAL CORPORATION

535 Fifth Avenue, New York

Say you saw it in SOAP!

New Products and Packages

A new and attractive product and package by Procter & Gamble. The three-to-a-box package for *Omnibus Toilet Soap.*

Two new polish containers carrying well-known names make their appearance on the market. Cans designed and manufactured by the Giles Can Company of Chicago.

A striking package improvement for *Crystal Cleaner* to which a photograph does not do justice. The new is a fibre can with bright orange and blue label, designed and manufactured complete by the Cin-Made Corp., Cincinnati, for the A. Lee Co., Lawrence, Mass.—*Stein Photo.*

Kamfrol Kleaner is a new emulsion-type solvent cleaner. The maker states that it acts as a combination solvent and emulsifying agent in the removal of grease, tar, dirt, etc. Manufactured by Ryco, Incorporated, of Conshohocken, Penna. Can by Continental Can Co.

Something new in a stock bottle. The two faces of the bottle are designed differently in order to permit various label effects as desired, according to which face is used for labelling. The same bottle can be used for two products, giving an entirely different effect in each case through label variation. It is termed the *DuoOval* bottle and was designed by E. W. Fuerst of Owens-Illinois.

Devoe & Raynolds Co., New York, are now putting out a new all-purpose cleaning soap under the name of *Clean-All*. The company manufactures mainly paints and varnishes, and also operates a number of retail stores. The container is by Continental Can Co.

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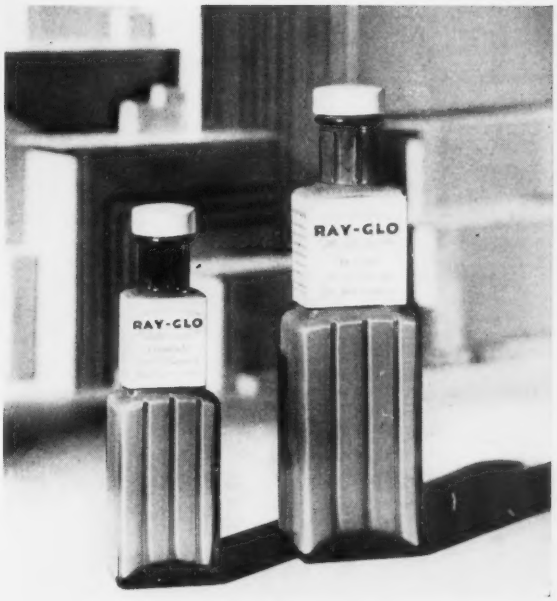
Three products in tubes which have just recently come on the market. Two are new shave creams and the other a special paste hand soap. Tubes by Bond Manufacturing Co., Wilmington, Del.



A distinctly different package for *Ray-Glo* furniture polish. (On right). The unusual bottle is of blue glass by the Maryland Glass Co., Baltimore. The closure is by Phoenix Metal Cap Co., Chicago. Ray-Glo Laboratories, Baltimore, make the product.

EASY-TASK CASTILE
Wakes you up!!
REFRESHES - INVIGORATES
here's a soap for
SLEEPY HEADS and SLEEPY SKINS
Contains Rich Imported Olive Oil ... A Pure Soap For All the Family
EASY-TASK CASTILE
EASY TASK CASTILE

A new coco-olive bath soap in counter display carton,—*Easy Task Castile* by Hewitt Brothers Soap Co., Dayton, Ohio. A large seven-ounce cake of hardwater castile with lemon odor. Carton and wrappers in green, yellow, and black.—*Stein Photo.*

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THE PERFECT INSECTICIDE

When an insecticide spells death to insects and is a pleasant smell to those who use it—that is the perfect insecticide. It is important to use effective perfume and a neutralizer which, when added to kerosene or petroleum distillate neutralizes it, eliminating the major portion of the objectionable odor. Fritzsche Brothers offer both the perfume and the neutralizing agent at attractive prices. Write us for full information concerning these newly developed specialties. We will be glad to supply full details concerning method of use and application.

DEODORANTS
Neutroleum Alpha
Neutroleum Gama
Pyrodene Deodorant

PERFUMES
Honeysuckle
Cedar Pine
Trefle
Orange Blossom

The above represent latest researches.

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Say you saw it in SOAP!

SOAP PERFUMING

Part III

By Philip Chaleyer

IN this issue, the analysis in tabular form of the characteristics of aromatic chemicals, resins, and resin essences when used in soap perfuming, is continued by Mr. Chaleyer. The properties of the essential oils were tabulated in full in the preceding issue of *Soap*. The characteristics of the various perfuming materials as given are based on observations from a long series of experiments and on years of practical soap perfuming. For a detailed explanation of the factors considered in each column in the tables and other explanatory data, consult Page 27 of the March issue of *Soap*.
—The Editors.

Aromatic Chemicals

(Group II)

(Continued)

Name of Product	Discoloration	Change in character of odor after standing	Lasting index wrapped soap	Lasting index unwrapped soap	Good as anti-oxidant	Intensity of odor	Recommended for all soaps	For colored soap only	Observations
Cuminic Aldehyde	No	gradual fading	25	15	—	strong	Yes	Yes	Good uplifter of odor. Use 1 or 2% of the formulæ. Good in carnation.
Dimethyl Hydroquinon	No	gradual	50	30	Yes	medium sweet	Yes	Yes	Good fixative useful in Jasmin and other floral odors.
Diphenyloxide	No	gradual	50	30	Yes	sweet	Yes	Yes	Useful in Rose odors. Perfectly stable.
Diphenylmethane	No	gradual	50	30	—	sweet	Yes	Yes	
Dimethylanthranilate Natural	No	gradual	50	25	—	strong	Yes	Yes	Useful to replace Methylanthranilate in Orange Blossom odors.
Dimethylanthranilate synthetic	Slightly yellowish spots	gradual	40	20	—	medium	No	Yes	Safer to use only in colored soaps as it contains very often monomethylanthranilate which discolors.
Ethylbenzoate	No	stable	20	10	—	strong	Yes	Yes	Good for top note in bouquets.
Ethylcinnamate	No	fairly stable	25	10	—	medium	Yes	Yes	Good as a fixative for Cologne odors.
Ethylvanillin	Turns brown	stable	50	50	—	sweet	No	Yes	Not good, except in colored soap, because it discolors. Discolors less than Vanillin as it is more concentrated in odor value.
Eucalyptol	No	fairly stable	40	25	Yes	medium	Yes	Yes	Blends well with Lavender.
Eugenol	Turns brown	Turns disagreeable unstable	25	10	—	medium	No	No	Should be rejected.
Geraniol	No	stable fading	30	10	—	weak	Yes	Yes	Absolutely alkali proof, but not very lasting.

	Discoloration	Change in character of odor after standing	Lasting index wrapped soap	Lasting index unwrapped soap	Good as anti-oxidant	Intensity of odor	Recommended for all soaps	For colored soap only	Observations
Geranylacetate	No	fading	10	2	—	medium	Yes	Yes	Not very lasting. Otherwise good especially if used with soluble resins.
Geranylbutyrate	No	fading	12	2	—	medium	Yes	Yes	Same as Geranyl acetate.
Geranylformate	No	fading	10	2	—	medium	Yes	Yes	Same as Geranyl acetate but not very stable.
Heliotropin	Not always	stable	40	25	—	sweet	?	Yes	Discolors when not absolutely pure. Discolors also when exposed to the light. Would not recommend for use in white soaps.
Hydrotropic Aldehyde	Turns brown	Turns bad	1	0	—	pungent	No	No	Not recommended for any soap.
Hydroxy citronellal	Turns yellowish	Turns bad	1	0	—	weak	No	No	Not to be recommended in soap as it polymerizes and fades very quickly.
Indol	Turns brown	stable	50	50	—	strong	No	Yes	Can only be used in colored soap.
Isoborneol	No	Fairly stable	20	10	—	fresh medium	Yes	Yes	Refreshing Pine odor not very lasting.
Iso-eugenol	Yes	Turns bad	1	0	—	medium	No	No	Cannot be used in soap.
Iso-safrol	No	stable	50	25	—	medium	Yes	Yes	Used only in cheap Toilet soaps.
Linalool	No	Fairly stable	40	4	—	sweet	Yes	Yes	Good product, sweet and lasting, especially when associated with Styrax or labdanum. S. R.
Linalylacetate	No	Fairly stable	40	4	—	sweet	Yes	Yes	Very good in Jasmin and Lily of the Valley odors.
Menthol	No	fading	15	4	—	strong	Yes	Yes	Refreshing, blends well with Bergamot, Lavender, etc. Use sparingly for fresh note, not very lasting.
Methylacetophenone	No	stable	40	6	—	strong	Yes	Yes	Good in all kinds of soaps, Gardenia, New Mown Hay odors.
Methylanthranilate	Yes	Turns bad	—	—	—	sweet	No	No	Odor fading and turning bad within a week.
Methyl Benzoate	No	Fairly stable	30	1	—	strong	Yes	Yes	Odor fading gradually but stable.
Methyl cinnamate	No	stable	50	10	—	mild	Yes	Yes	Used as a fixative for certain odors.
Methyl Naphthyl Ketone (cetone D)	No	stable	50	30	—	sweet	Yes	Yes	Replaces advantageously Methylanthranilate in orange blossom or other odors.
Methylheptenone	No	Turns slightly acid	20	5	—	sweet	Yes	Yes	Not especially recommended as it turns rather quickly.
Methylheptin carbonate	No	fading	20	5	—	sweet	Yes	Yes	Good, but not very lasting.
Methyl octin carbonate	No	fading	20	5	—	sweet	Yes	Yes	Good, but not very lasting.
Methyl para cresol	No	Fairly stable	16	2	—	strong	Yes	Yes	Can be used in small quantities in floral bouquet odors to uplift them, but odor is not very agreeable after standing.
Methylphenyl acetate	No	stable	20	6	—	strong	Yes	Yes	Can be used to advantage in Bouquet odors.
Methyl salicylate	No	stable	50	40	—	strong	Yes	Yes	Used mostly in medicinal soaps.
Musk Ambrette	No	very stable	50	50	—	sweet strong	Yes	Yes	Certain makes of Musk Ambrette discolor. See our test on Musk. Is the best artificial musk for soap.
Musk Ketone	No	very stable	50	40	—	sweet medium	Yes	Yes	Not as strong as Ambrette but finer in odor.
Musk Xylene	No	stable	50	40	—	sweet weak	Yes	Yes	Has not very much odor value, we prefer Ambrette or Ketone.
Nerolin Ethyl Beta Naphthol	Orange yellow	stable	50	40	—	sweet	No	Yes	Can only be used in colored soaps. Is very lasting.
Nonylacetate	No	Fairly stable	25	5	—	strong	Yes	Yes	Used in small amounts in Jasmin type of odors.

	Discoloration	Change in character of odor after standing	Lasting index wrapped soap	Lasting index unwrapped soap	Good as antioxidant	Intensity of odor	Recommended for all soaps	For colored soap only	Observations
Octylacetate	No	Fairly stable	25	5	—	strong	Yes	Yes	Used sparingly in Rose Tea odors.
Paracresolacetate	No	Turns acid disagreeable	16	1	—	strong	—	—	Can be used in small amounts in Bouquet odors to uplift them but should be avoided wherever possible as it takes on bad odor after standing.
Paracresol phenylacetate	No	fading	10	2	—	sweet weak	Yes	Yes	Not very lasting but can be used in small amounts.
Phenylacetaldehyde	Yes	fading quickly	9	1	—	strong	No	No	Odor fades quickly and brownish spots develop in the soap.
Phenylacetic acid	No	fading quickly	1	½	—	sweet	No	No	Odor vanishes quickly, unsuitable for soaps.
Phenylethylacetate	No	no	12	40	—	sweet	Yes	Yes	Suitable for all kinds of soap, alkali fast.
Phenylethyl alcohol	No	no	50	25	—	sweet	Yes	Yes	Very good in all soaps.
Phenylpropyl alcohol	No	no	50	5	—	sweet	Yes	Yes	Same as Phenylethyl alcohol.
Phenylpropyl aldehyde	No	fading	10	5	—	strong	Yes	Yes	Not very lasting, but Gums and Resins improve lasting qualities.
Rhodinol	No	very stable	30	20	—	sweet	Yes	Yes	Retains its odor pretty well, especially when mixed with soluble resins.
Safrol	No	very stable	50	50	—	medium	Yes	Yes	Used only for cheap Toilet soaps as odor is ordinary.
Skatol	Turns brown	Fairly stable	50	50	—	strong	No	Yes	Used in small amounts in bouquets for colored soaps.
Styrallylacetate	No	Fairly stable	30	2	—	strong	Yes	Yes	Must be associated with soluble resins to be really lasting.
Styrallyl alcohol	No	stable	30	10	—	medium	Yes	Yes	Is more stable than Styrallyl acetate but not as strong in odor.
Terpineol	No	Fairly stable	40	30	is oxydant	weak	Yes	Yes	Must be kept in stock in glass otherwise may discolor. Sometimes turns turpentine-like in the low grades, oxidizes slightly in soaps.
Terpenyl acetate	No	Turns slightly	50	5	—	weak	Yes	Yes	Must be kept in glass containers. Low grades turn turpentine-like after 10 weeks.
Thymol	No	very stable	50	50	—	strong	Yes	Yes	Used mostly in medicated soaps. Very fast.
Vanillin	Turns dark brown	Fairly stable	50	30	—	sweet	No	Yes	Keeps its odor very well but turns chocolate brown in a very short time.
Vetyverylacetate	No	stable	50	50	—	medium	Yes	Yes	Excellent product but on account of price must be reserved for expensive soaps.
Vetyverol	No	very stable	50	50	—	medium	Yes	Yes	Very excellent product.
Yara-Yara methyl ester	Turns orange	stable	50	50	—	strong sweet	No	Yes	Very useful in low price colored soaps.

The quantity of perfume used in our experiments was 1% of the quantity of soap stock used. In the case of cristallin or very viscous substances, we put them into solution with diethyl phthalate, four times their weight, in order to obtain a better diffusion of the product in the soap, the percentage of odoriferous product remaining the same. The perfume was introduced in the soap in the regular way and milled twice through a small laboratory milling machine. The soap used in our experiments was regular white toilet soap stock and did not contain more than 0.02 free alkali. Two cakes of soap were set aside: one wrapped in glassine paper, the other left unwrapped. Both were examined every week and for comparison, an unscented cake of the same soap was used as a standard.

Note the last group (Group V) which follows. This

constitutes a convenient reference for use when one starts making a new soap perfume. For detailed information about any particular product, one can refer to the tables.

The products listed in this group have a lasting coefficient of at least 30 in wrapped soaps and can be considered soap fast.

Soluble Resins

(Group III)

	Discoloration	Change of character of odor	Lasting index wrapped soap	Lasting index unwrapped soap	Good as antioxidant	Intensity of odor	Good for white soap	Good for colored soaps only	Observations
Benzoin	Turns brownish	perfectly stable	50	30	Yes	sweet	No	Yes	Very excellent fixative with a sweet lasting odor. If used in small amount will not discolor white soaps very much.
Balsam Peru	d°	stable	50	50	Yes	sweet	No	Yes	Gives good results in floral bouquets for soap.
Balsam Tolu	d°	stable	50	50	—	sweet	No	Yes	Gives very good results in all kinds of bouquet odors.
Castoreum	Slight yellowish	fading slowly	50	15	—	animal	?	Yes	Can be used in small amounts in white soap. Certain qualities reinforced with indol or skatol discolor. Very valuable in blends.
Ciste green labdanum	No	very stable	50	50	—	fairly strong	Yes	Yes	To be used in small amount only in white soap as it has a natural green color, but will not discolor. Very excellent fixative superior to the Spanish product.
Galbanum	No	stable	50	10	—	strong leafy	Yes	Yes	Gives a green leafy odor in bouquet odors.
Labdanum Spanish	Slight darkening	stable	50	50	—	fairly strong	No	Yes	Gives nice amber tone to bouquet odors especially of the oriental type.
Myrrh	darkens	stable	50	50	—	strong	No	Yes	Give nice oriental odors when blended with olibanum and Ciste.
Olibanum	Slight discoloration	stable	50	50	—	aromatic sweet	?	Yes	Gives sometimes slight discoloration but can be used in small amounts in white soap. Very agreeable aromatic odor.
Orris	No	stable	50	50	—	medium	Yes	Yes	The resinoid is dark but will not discolor. Very good in violet and oriental bouquets.
Oak Moss	Slight darkening	fading	40	10	—	medium	?	Yes	Very good in colored soaps. Turn grayish after a time. Could probably be used in small amounts in white soaps.
Oppoponax	darkens	stable	50	8	—	medium	No	Yes	Darkens slightly in ageing, otherwise good for colored soaps.
Styrax North American	No	very stable	50	50	—	sweet aromatic	Yes	Yes	Sweet aromatic odor very lasting. Good fixative for floral odors.
Styrax Honduras	No	very stable	50	50	—	strong aromatic	Yes	Yes	Has a much higher note than the North American styrax and a great deal more odor value.
Styrax Asiatic	No	very stable	50	50	—	sweet	Yes	Yes	Has much less value than the North American and Honduras styrax but on account of lower price is still very much used.
Civet	No if pure	stable fading	30	10	—	sweet animal	?	Yes	Valuable only in blends. This product especially soap quality, very much adulterated giving very irregular results. With pure civet from direct import no discoloration was noticed.

Essences from Resins

(Group IV)

	Discoloration	Change of character of odor	Lasting index wrapped soap	Lasting index unwrapped soap	Good as antioxidant	Intensity of odor	Good for white soap	Good for colored soaps only	Observations
Benzoin	None	stable	50	30	Yes	sweet	Yes	Yes	Nice sweet odor, quite lasting and much stronger than the soluble resin.
Balsam Peru	None	stable	50	50	Yes	sweet	Yes	Yes	Useful in many bouquets, particularly lily of the valley type.
Balsam Tolu	None	stable	50	50	Yes	sweet	Yes	Yes	Sweet balsamic odor. Useful as a floral or oriental bouquet base.
Ciste green Labdanum	None	very stable	50	50	—	medium sweet	Yes	Yes	Fine amber note, blending especially well with Vetyvert, Patchouly and other balsams.
Galbanum	None	stable	50	20	—	strong leafy	Yes	Yes	Strong leafy character to use sparingly.
Labdanum Spanish	None	stable	50	50	—	sweet	Yes	Yes	Not as stable and fine as Ciste but excellent fixative.
Myrrh	Slight	stable	50	50	—	aromatic sweet	?	Yes	Very sweet, useful in oriental type of bouquets.
Olibanum	None	stable	50	50	—	aromatic sweet	Yes	Yes	Very aromatic useful in all types of bouquets.
Orris	None	stable	50	30	—	woody medium	Yes	Yes	For violet and violet types of bouquet also oriental.
Styrax	None	stable	50	50	—	sweet	Yes	Yes	Forms an excellent aromatic base with all kinds of bouquet odors.

List of Perfuming Materials

Best Suited for Soap Perfumes Having a Lasting Index of at Least Thirty in Wrapped Soap

(Group V)

FOR WHITE SOAPS

Essential Oils

Oil of Angelica seeds
Oil of Anise
Oil of Basil
Oil of Bergamot
Oil of Birch sweet
Oil of Bois de Rose
Oil of Calamus
Oil of Cananga
Oil of Caraway
Oil of Cardamom
Oil of Cedarwood
Oil of Citronella Java
Oil of Coriander (very good)
Oil of Cubebs
Oil of Eucalyptus
Oil of Galbanum
Oil of Geraniums
(Bourbon, African, Palma Rosa)
Oil of Ginger Grass
Oil of Guiac Wood
Oil of Lavender
Oil of Linaloe
Oil of Lovage
Oil of Mace
Oil of Myrtle
Oil of Neroly
Oil of Nutmeg
Oil of Origanum
Oil of Patchouly
Oil of Pepper (black)
Oil of Peppermint
Oil of Petitgrain
Oil of Rosemary
French and Spanish
Oil of Sandalwood
(East India and Australia)
Oil of Tansy
Oil of Spearmint
Oil of Thyme
Oil of Verbena (true)
Oil of Vetyvert
(Bourbon and East India)
Oil of Wormwood
Oil of Ylang Ylang

Soluble Resins

Ciste (French Labdanum)
Galbanum
Orris
Styrax North American
Styrax Honduras
Styrax Asiatic
Civet (if pure)

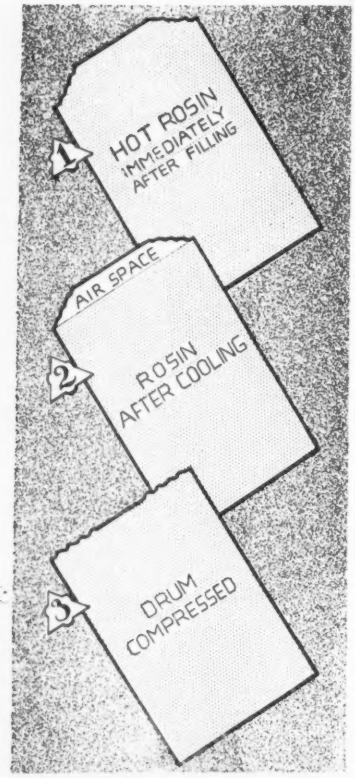
All distilled essences from these resins with the exception of Myrrh.

Aromatic Chemicals

Acetophenone
Amylcinnamic Aldehyde
Anisic Alcohol
Benzophenone
Benzylacetate
Benzylcinnamate
Benzylpropionate
Borneol
Bornylacetate
Benzyl benzoate
Cinnamic alcohol
Cinnamyl acetate
Citronellol
Coumarine
Dimethylhydroquinone
Diphenyloxide
Diphenylmethane
Dimethylanthranilate natural
Eucalyptol
Geraniol
Iso-safrol
Linalol
Linalylacetate
Methylacetophenone
Methylbenzoate
Methylcinnamate
Methylnaphtyl Ketone
Methylsalicylate
Musk Ambrette
Musk Keton
Musk Xylol
See test for discoloration.
Phenylethylic alcohol
Phenylpropyl alcohol
Rhodinol
Safrol
Styrallylacetate
Styrallylalcohol
Terpineol
Terpenylacetate
Thymol
Vetyverylacetate
Vetyverol

(Turn to Page 45)

BETTER PACKING for BETTER ROSINS



NEWPORT

General Naval Stores Company's Newport Rosins offer a range of Wood Rosins particularly adapted to the manufacture of soap.

MUNN . . . (M)
WONEX . . . (X)
KORP . . . . (K)
ISAAC . . . . (I)
LANDORA . (FF)
NORA . . . . (N)

We have available at all times the exact grade and color you desire. They are always ready in whatever quantity you need. You will never have to accept "fill ins" of other grades or colors when you order a specific type of General Naval Stores rosin. Yet there is no price penalty for these advantages.

TENEX . . (color type-X) is particularly well placed for pine oil disinfectants.

For these superior rosins we have developed the new G.N.S. Compressible Galvanized Steel Drum which eliminates the faults of ordinary containers. Now Newport Rosins arrive absolutely clean with no loss of weight in

THE NEW G.N.S. COMPRESSIBLE DRUMS

1. **Raised head provides excess room for the expanded state of the hot (liquid) rosin.**
2. **Cooled (hardened) rosin shrinks to shoulder height of drum, allowing for full standard weight.**
3. **Head, compressed by hydraulic pressure, fits down snugly eliminating hollow "pockets" which in old type containers collapsed in shipping. No chance for battered tops, open seams, splits or other damage that formerly caused loss of contents, and permitted entrance of dirt and foreign matter.**

Also Manufacturers of Newport Superior Brand Steam Distilled Wood Turpentine and Pine Oil.

GENERAL NAVAL STORES COMPANY, *Inc.*

Address Our Main Office: *75 East 45th St., New York City*

NEWPORT

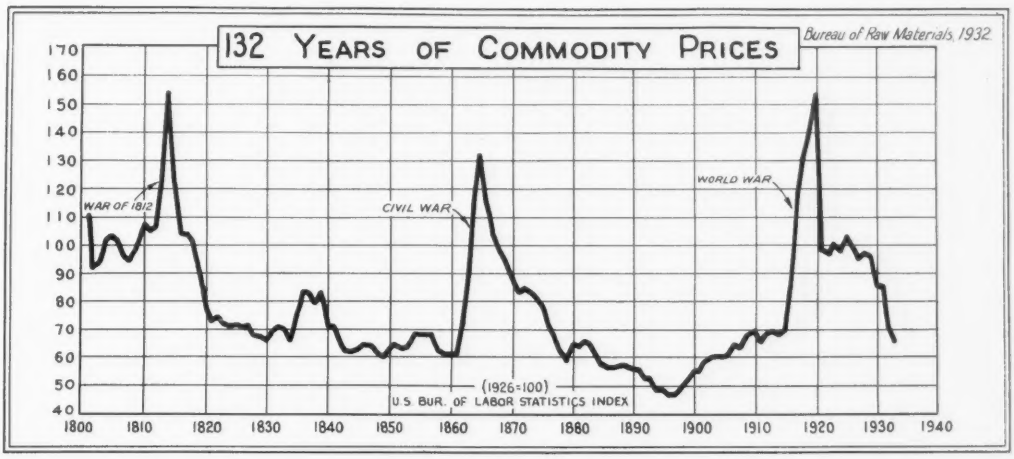
Plants: *De Quincy, La.—Pensacola, Fla.—Bay Minette, Ala.*

Say you saw it in SOAP!

Commodity Prices and Recovery

By JOHN B. GORDON

Bureau of Raw Materials for Amer. Veg. Oils & Fats Industries



THE chart reproduced above shows the movements of commodity prices over a period of 132 years. Commodity prices for the year 1932 average 64.8, which is 13.5 below the 132 year average for all commodities, viz., 78.3, and 9.2 below the 122 year average, viz., 74, which excludes the ten peak years of 1813, 1814, 1815, 1864, 1865, 1866, and 1917, 1918, 1919, 1920.

It will be noted that the decline in commodity prices which started in June of 1920 is an occurrence which duplicates that which has followed every great war this country ever engaged in, and in some measure has followed every war in which we engaged. These downward movements have most commonly halted at a fairly definite level, which on this particular chart may be seen to be in the vicinity of 60, with the exception of the long, continuous downward movement following the Civil War which culminated in 1896 at 46.5. It is the writer's personal conviction that the conditions which prompted the long, continuous decline in commodity prices for practically 31 years after the Civil War do not exist in this country today. During much of the post Civil War period, the country was wrestling with paper currency problems with which we are not plagued in this day.

The return of better business conditions does not necessarily depend upon the return of higher commodity prices. Indeed, it may be seen that the attainment of too high a level of commodity prices is always followed by disarrangement of the economic machinery of the country. The chief obstacle to the return of better business at this time is the lack of balanced relationships in different commodity groups. The restoration of this balanced relationship and the consequent facilitation of exchange of goods will confer far more benefit upon the economic structure of the United States than would be obtained by the return of materially higher commodity prices.

The attainment of balanced relationships of commodity prices as between commodity groups is perhaps interfered with more by legislative enactments than it is aided. The domestic allotment bill which Congress considered at the session just closed constitutes an effort by artificial means to restore a balanced relationship in certain branches of agriculture (constituting a minority of the total field of agriculture) as relates to other commodity producers, but previous experiments in this direction such as the Farm Board have proven so decidedly detrimental to the interests of the farmer rather than helpful that it is becoming the widespread belief in this country that any attempt to help the farmer by price fixing and price stabilization measures hurts him more than it does good.

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Leverhulme Favors Coupon Advertising

The case for gift coupon, or premium, advertising has been set out in a pamphlet just issued by the British Advertising Manufacturers & Distributors' Association, which was formed a year ago to protect the interests of firms and companies threatened by the Gifts Coupons Bill before Parliament. The booklet sets out in clear detail the principles and practice of this form of advertising and in support quotes the following letter from Lord Leverhulme, governor of Lever Brothers, Ltd., Port Sunlight:—"It would be unwise as well as unfair to restrict the manufacturers freedom of choice. It is especially important at the present time that manufacturers, in their efforts to sell more goods and give more employment, should be able to keep their selling costs as low as possible, and this could hardly be achieved if their choice of advertising media were to be restricted."

Fels on Soap Plant Employment

Samuel S. Fels, president of Fels & Co., Philadelphia soap manufacturers, with fifty years background in the soap business, in the second of a series of articles on unemployment, wages, production and consumption in the March issue of the *Survey Graphic*, discusses the adjustment of production to soap sales in the Fels plant. His second article is entitled "Some Discoveries in the Backward Field of Consumption." He said in part:

"The prevention of unemployment, as a practical problem, presents itself in very specific situations in normal times to every manufacturer. There are periods when we make more goods than our sales departments can immediately dispose of. Should we lay men off, or reduce the time of all the workers? Either way, a workman may know what he is getting by the hour or by the day, but can never tell what he will get in a given week, much less in a given year.

December is a month associated with holiday cheer. Yet December is always a bad month in the soap business. The trade does not buy because grocers and wholesalers do not want excessive stocks on hand at the end of the calendar year when inventories are usually taken. So, with things left to drift, the holiday month tended to become a broken month in the trade and lessened earnings gave an uncomfortable background to Christmas cheer.

These and other aspects of the question led to serious study. In the back of our heads was, of course, the knowledge that after all, people keep clean twelve months a year; they do not discard wash-basins and tubs at holiday time. So we and others set about the attempt to get the better of the calendar and to provide for at least fifty weeks in the year in a business that has slack and busy periods. By warehousing additional stocks at key points in our market areas, by a study of stocks carried in trade by our customers, and by a reconsideration of the system of distribution; then, by linking up the schedule of output with the knowledge thus acquired, we were able to accomplish our object under normal conditions; and to hold to it through two years of the depression. Technically we have been able to maintain it since, but the fifty weeks have some of them been short ones. Other manufacturers who have approached the problem in the same scientific spirit have achieved similar results.

Aside from the marketing policy which made the change possible, there are other factors which helped. The men realize the spirit in which the plan must be carried out. There is no grumbling when they are shifted from one occupation to another. The holidays, for example, are a good time for painting and whitewashing and general refurbishing about a plant, and all sorts of workers share in such work. And not only are they free of the dread of a blue Christmas; their homes have a year-round security which reacts on the year-round efficiency of the plant."

John F. Queeny Dies

John F. Queeny, chairman of the board of the Monsanto Chemical Works, St. Louis, and one of the outstanding characters of the American chemical industry for the past quarter-century, died in St. Louis on March 19th at the age of 74, after a prolonged illness. During many years, he was perhaps the most widely known chemical salesman in the U. S. Mr. Queeny began his career as an errand boy for a well-known St. Louis wholesale drug house in 1872. He founded the initial Monsanto enterprise in 1903 with a small plant for the manufacture of saccharin, followed by vanillin, coumarin, and some pharmaceutical chemicals. In 1914, war developments, and later, post-war developments brought wide expansion. New plants and purchases of other companies gave the firm at the time of Mr. Queeny's death five American plants and others in the British Isles. Until 1932, Mr. Queeny was president of Monsanto, at which time he resigned to become chairman of the board and was succeeded by his son, Edgar Monsanto Queeny. Besides his son, he is survived by his widow, Mrs. Olga Mendez Monsanto Queeny, and a daughter, Mrs. Thomas P. Berington of London.

John F. Queeny

—o—

New Laundry Blue Specification

A new proposed specification for laundry bluing has been issued by the Federal Specification Board of the U. S. Bureau of Standards. This new specification is designed to supersede previous specifications for bluing. F. W. Smither, chairman of the Technical Committee on Soaps and Soap Products of the Board is desirous of securing comments, criticisms, and suggestions from manufacturers and other in the trade on the new proposed specification. Copies of the specification complete may be secured by addressing him care of the Bureau of Standards, Washington, D. C.

—o—

The Louis K. Liggett Co. filed a voluntary petition in bankruptcy April 1. Efforts have recently been made to secure rent reductions, but this relief has proved inadequate due to continued decline in sales volume. It is believed that a reorganization is in prospect.

—o—

The 22nd annual meeting of the American Drug Manufacturers Association is to be held at The Homestead, Hot Springs, Va., May 8-11.

—o—

Dodge & Olcott Co., New York, has issued a revised catalog and price list of essential oils, aromatics, etc., for April and May, 1933.

Oil and Fat Consumption by Industries in 1932

THE soap industry took 1,375,416,000 pounds of oils, fats and greases for consumption in 1932, out of a total consumption by all industries in the United States of 3,355,555,000 pounds. The soap industry share was 41 per cent of the total. In second place in the consuming scale was lard compounds and vegetable shortenings with 968,577,000 pounds, or 29 per cent. The soap industry figures for 1932 were about 14 per cent under those for 1931, but only 8 per cent under those for 1930, according to the figures of the Bureau of the Census of the Department of Commerce.

The distribution of primary animal and vegetable fats and oils consumed in factory operations in the United States during the calendar year 1932, by classes of products in which used, is presented in the tabular statement below. Data for oleo stock were not collected, hence the secondary products, edible animal stearin and oleo oil, are shown. The total consumption in all industries for each item is the same as given in the bulletin for 1932, except for those vegetable oils for which the crude and refined products are indicated in the questionnaire, namely, cottonseed, coconut, corn, peanut, palm-kernel and soybean oils. For each of these a net consumption was arrived at by deducting from the total of both crude and refined consumed the quantity of refined produced. Oils subjected to the process of hydrogenation or other treatment for special uses were reported as consumed in the products for which intended. For example: Oils treated for soap manufacture were entered in the column headed "Soap" and oils intended for edible purposes were entered in one or more of the columns covering edible products. The ultimate uses of the primary oils are designated in this way.

FACTORY CONSUMPTION OF PRIMARY ANIMAL AND VEGETABLE FATS AND OILS, BY CLASSES OF PRODUCTS, CALENDAR YEAR 1932

(Quantities in thousands of pounds)

KIND	TOTAL	Compounds and Vegetable Shortenings	Oleomargarine	Other Edible Products	Soap	Paint and Varnish	Linoleum and Oilcloth	Printing Inks	Miscellaneous Products	Loss Including Foots
Total	3,355,555	968,577	166,698	190,065	1,375,416	254,251	57,515	10,431	159,818	172,784
Cottonseed oil	1,083,959	834,367	15,096	100,129	3,583	37	.....	8	1,786	128,953
Peanut oil	8,608	3,502	2,512	1,180	290	3	.....	.....	40	1,081
Coconut oil	549,515	8,332	123,219	40,853	353,527	13	.....	2	1,040	22,529
Corn oil	42,414	3,067	54	27,330	2,532	136	21	....	2,152	7,122
Soybean oil	25,269	4,889	3	180	5,571	7,485	4,061	47	1,875	1,158
Olive oil, edible	1,711	.....	.....	1,516	52	.....	.....	.....	143	.....
Olive oil, inedible	6,383	.....	.....	.....	1,912	.....	.....	.....	4,471	.....
Sulphur oil or olive foots	31,474	.....	.....	.....	30,877	2	.....	.....	595	.....
Palm kernel oil	16,615	.....	.....	11,310	3,565	.....	.....	28	.....	1,712
Rapeseed oil	6,448	.....	.....	.....	89	25	11	2	6,318	.....
Linseed oil	219,746	.....	.....	.....	985	173,816	32,375	9,078	3,492	.....
China wood oil	67,948	.....	.....	.....	.....	59,158	7,299	713	778	.....
Vegetable tallow	511	.....	.....	.....	511	.....	.....	.....	.....	.....
Castor oil	14,737	.....	.....	.....	2,408	1,461	106	41	10,721	.....
Palm oil	208,547	22,126	262	415	168,009	.....	.....	1	*9,324	8,410
Sesame oil	10,514	7,797	.....	132	1,871	.....	.....	.....	25	689
Perilla oil	5,808	.....	.....	.....	.....	3,226	1,651	143	788	.....
Other vegetable oils	9,205	957	.....	172	6,059	1,205	.....	.....	694	118
Lard	19,340	5,636	9,413	3,951	.....	.....	.....	.....	204	136
Edible animal stearin	24,251	17,357	3,684	2,243	374	.....	.....	.....	580	13
Oleo oil	15,765	1,134	12,455	80	260	24	.....	4	1,808	.....
Tallow, edible	48,555	45,708	.....	574	1,969	.....	.....	1	224	79
Tallow, inedible	585,896	.....	.....	.....	549,186	23	.....	4	36,683	.....
Grease	202,860	.....	.....	.....	143,724	23	.....	294	58,819	.....
Neat's-foot oil	3,817	.....	.....	.....	27	11	.....	.....	3,779	.....
Marine animal oils	51,974	2,185	.....	.....	48,944	38	.....	2	756	49
Fish oils	93,685	11,520	.....	.....	49,091	7,565	11,988	63	12,723	735

*Includes 7,986 thousand reported by the tin and terne plate industry.

Palm-oil soap is one of the ingredients in a newly developed formula for starch, as follows: 790 lb. glucose, 300 lb., yellow dextrin, 40 lb. palm-oil soap, and 44 lb. soluble oil. Water is added to make a total volume of 200 gal., and the mixture is boiled for 1 hr.

Cin-Made Corporation, Cincinnati, manufacturers of cylindrical fibre canisters, paper tubes and cores, has just appointed J. C. Cullen as representative in Central Ohio. Mr. Cullen's headquarters are at 301 Tibet Road, Columbus, Ohio.

D&O ESTABLISHED IN 1798

ESSENTIAL OILS
SYNTHETIC AROMATICS
COMPOUNDED PERFUME BASES
For the Soap and Insecticide Industries

We offer to soapmakers the widest range of

PERFUME MATERIALS

ESSENTIAL OILS

of our own distillation or direct importation. "D & O" label assures purity and fine quality.

AROMATIC CHEMICALS

Imported or domestic manufacture. We guarantee highest chemical purity and finest quality.

"D & O" COMPOUNDED PERFUME BASES

Finished odors of any type desired, ready for use in Toilet Soaps, Liquid Soaps, Shampoos, Bath Salts, etc.

A few outstanding French Specialties

FABRIQUES DE LAIRE

Miel pour Savons
Civette Artificial
Amyl Phenylacetate
Para Cresol Phenylacetate
Phenyl Methyl Carbinol Acetate (Styrolyl Acetate)

J. MERO & BOYVEAU

Lavender Concrete
Aspic Absolute
Fixodors: Benzoin, Styrax, Tolu, Labdanum, Olibanum
Oils: Spike, Rosemary, Thyme, Lavender

Submit your problems to our Service Department.

DODGE & OLCOTT COMPANY

180 VARICK STREET NEW YORK, N. Y.

Stocks carried in
CHICAGO, ST. LOUIS, BOSTON, PHILADELPHIA AND LOS ANGELES

"The integrity of the house is reflected in the quality of its products"

PERSONAL AND IMPERSONAL

Manhattan Soap Co. has recently turned over to Dowd's New England Merchandisers, Inc., Boston, sale of its "Sweetheart" soap and flakes and "Mickey Mouse" toilet soap in the New England district. Other accounts handled by this sales agency include American Ammone Co., "Ammo" cleaner, and Mennen Co., shaving creams and toilet preparations.

—o—

Gold Dust Corporation is advertising a new double size package of "Gold Dust" at the old five-cent price. The copy theme stresses the general utility of "Gold Dust," making it unnecessary to have many different cleaners for various purposes.

—o—

Henkel & Cie, leading German soap manufacturer, Dusseldorf, Germany, has completed negotiations for acquisition of Deutsche Hydrierwerke, A. G., Berlin-Rodleben, which holds numerous patents for soap substitutes.

—o—

Procter & Gamble Co. is offering a free deal on "Oxydol" in the California district, giving one small package free with every large one sold. The *California Retail Grocers' Advocate* comments editorially on free deals of this type in a recent issue, describing them as "a curse to any industry."

—o—

A plant for the manufacture of soaps and cleaners is being opened by Berry & Young Chemical Co., Indianapolis, at 411-15 South Illinois Street.

—o—

Los Angeles Soap Co., Los Angeles, has filed a complaint with the Interstate Commerce Commission asking reparation of alleged excess rates paid on shipments of common soap from Los Angeles Harbor, Cal., to Houston, Texas, by water, and thence to Oklahoma City, Okla., charging a violation of section 6.

—o—

Wisconsin Soap Mfg. Co., formerly located at 2742 N. Hackett Avenue, Milwaukee, is now in new quarters at 1860 N. Prospect Avenue.

—o—

White King Soap Co. is broadcasting a new program over a western radio network. Gay Seabrook and Emerson Treacy are the principals in "Growin' Up," on a five-day-a-week broadcast.

—o—

Joseph Lane has been appointed New Orleans representative for the Cudahy Packing Co., having charge of sales on "Old Dutch Cleanser" and "Rex Lye." Mr. Lane was formerly field secretary of the New Orleans Retail Grocers' Association.

—o—

Benjamin Levitt, chief chemist for Charles W. Young & Co., Philadelphia soap manufacturers, delivered a lecture on the manufacture of soaps and cosmetics at Beaver College, Jenkintown, Penna., on March 29th. The address was illustrated by samples of raw materials and finished products.

—o—

Edward J. Durr, former superintendent for Procter & Gamble Co., died March 28 at his home in Cincinnati, aged seventy-four. He joined Procter & Gamble Co. fifty years ago, and was with them until his retirement several years ago.

—o—

J. H. Black, who until recently was associated with a New Orleans soap company, has joined the manufacturing department of the Minnesota Chemical Co., Minnesota Transfer, Minn., manufacturers of soap powders and detergents.

—o—

J. R. Watkins Co., Winona, Minn., has appointed Douglas W. Clephane as city sales and advertising manager. Mr. Clephane was formerly advertising manager of Master Builders Co., Cleveland.

—o—

Laurel Soap Mfg. Co., Philadelphia, has recently issued a folder giving valuable information for silk and rayon producers.

—o—

Maynard, Inc., soaps, cosmetics, etc., Chicago, is establishing a plant at 32 Front Street, West Toronto, Canada, where certain lines of its products will be manufactured for the Canadian trade.

—o—

A petition has been filed against Champion Soap Co., New York, by James M. Mixon, for $1,140. Other petitions of $306 and $681 have been filed by Picard-Sohn, Inc., and George Finnegan, respectively.

—o—

Pittsburgh Cleanser Corp., formerly at 571 Flushing Avenue, Brooklyn, is now located at 350 West 31st Street, New York City.

—o—

Samuel W. Eckman, former president of B. T. Babbitt, Inc., died at Forest Hills, N. Y., March 25, at the age of

fifty-four. Mr. Eckman was associated with several other companies, including J. B. Ford Co. He had been inactive in the B. T. Babbitt organization since 1922.

—o—

The new million dollar copra crushing plant of the El Dorado Oil Works, Oakland, Cal., is nearing completion, and within a few months will replace the present Berkeley plant. Wharf, oil storage tanks and building foundations are in place, and tests are now being completed to determine the type of crushing machinery to be installed.

—o—

For the third consecutive year the Port Ivory, Staten Island, N. Y., plant of Procter & Gamble Co. has received a 100% record in accident prevention work. An award of a handsome plaque was made at a recent meeting of the Associated Industries of New York State.

—o—

The engagement of Robert E. Felton to Miss Julia Pailet, daughter of Mr. and Mrs. Louis Pailet of New Orleans, La., has been announced from that city. Mr. Felton is a nephew of Dr. Joseph Felton, president of the Felton Chemical Co., Brooklyn, N. Y., and is southern representative for the company with headquarters at New Orleans.

—o—

F. D'Arcy Cooper, chairman of the board of Lever Bros., Ltd., on his arrival at New York, March 15, on the Cunard Liner, *Aquitania*, suggested as a prerequisite to economic recovery that all nations agree to lower their tariff rates 5 per cent annually until they have been cut to the level of revenue tariffs. Mr. Cooper said the business of Lever in the United States increased last year, both in sales and profits. The present advertising campaign on "Lifebuoy" soap has resulted in a sharp increase in sales he said.

There is no reason why prices of raw materials entering into the manufacture of soap should increase, he believes. Substitution which takes place for some of the materials, tends to hold prices down, he said. Lever had considered entering the American market with a lard substitute to compete with some of the established brands, he said, but had decided not to do so at present because it considers the present a poor time to begin competition with well-established goodwill brands.

—o—

In the promotion of the sale of its "Bab-O" cleaning powder B. T. Babbitt, Inc., is using a newspaper advertising campaign which stresses the use of "Bab-O" in lightening the task of removing rings from the bath tub.

—o—

Paper Makers Chemical Corp., Milwaukee, Wis., is offering a new package for soft soaps to the jobbing trade through its Industrial Chemicals Department. The new container is a self-dispensing drum filled with a perfumed, opalescent, vegetable oil soap manufactured by the company. It is being supplied to jobbers under their own label, if desired. In using the soap, the consumer detaches a faucet from the top bung and places it in the bottom of the drum. Water can then be added through a funnel in the top, passing through a channel in paste soap and handling liquid soap solution, if desired. Paper Makers Chemical Corp. offers this new product and container in addition to the other soaps and detergents sold to the jobbing trade. Plants for manufacturing soaps are located at Easton, Pa., and Milwaukee.

—o—

Sierra Nevada Soap Co., Reno, is erecting a new plant outside of that city. The company manufactures "Lemonolive" toilet soap and "Sierra Snow" powdered soap. H. H. Luce, manager, states that the expansion move is being made at this time to take advantage of the slack period and secure the benefit of present low labor and construction costs.

—o—

National Oil Products Company, Harrison, N. J., has announced a substantial expansion program which involves the building of a new four story addition to its manufacturing facilities, at a cost of approximately $125,000. The new structure will add 50,000 square feet to available manufacturing space, part of which will be given over to production of Admiracion, National Oil's new soapless shampoo. The company, whose interests were originally confined to the field of sulfonated oils, has widened its scope considerably in recent years, and as a result of an extensive research program, has reversed the general downward trend over the past few years.

—o—

Spencer, Kellogg & Sons, Inc., report net loss of $62,625 for the 24 weeks ended Feb. 11, 1933, as compared with loss of $76,256 for the 24 weeks ended Feb. 13, 1932.

—o—

Procter & Gamble Distributing Co., lowered the dealer price of "Dash" granulated soap in the northern California district, March 18. Paul R. Parrette, district sales manager, suggested at that time that the minimum resale price be reduced to 33c per package, and the shelf price to 37c per package, affording the retailer profits of 10 per cent and 20 per cent, respectively.

—o—

A number of stove manufacturers have recently endorse "Old Dutch Cleanser" for cleaning stove surfaces. A recent "Old Dutch" advertisement gives publicity to the names of the stove concerns recommending "Old Dutch Cleanser."

—o—

Current newspaper advertising copy for "Oxydol," product of Procter & Gamble Co., features two new characters, Mrs. Drear and Mrs. Cheer. Erwin Wasey & Co., New York, directs the campaign, and Rose O'Neill, originator of Kewpie dolls, is the illustrator.

CHICAGO TRADE NOTES

AT the annual business meeting of the Chicago Drug and Chemical Association, held at the Hamilton Club on Thursday, March 30, the following new officers were elected: president, E. L. Drach, of Abbott Laboratories; vice president, M. B. Zimmer, of Fritzsche Brothers, Inc.; treasurer, A. J. Rocca, of Gazzola Drug & Chemical Co. Four new directors were also elected, as follows: Norman A. Grimm, of Chas. Pfizer & Co., Inc.; C. D. Morris, of Michigan Alkali Co.; Frank T. Robinson, of Monsanto Chemical Works; and J. William Brooks, of Bristol-Myers Co. Mr. Drach, the new president, is purchasing agent for Abbott Laboratories, and has held various offices in the association.

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The Drug and Chemical Association will held its annual spring dinner dance on Thursday, April 27, at the Opera Club, on Walton Place. This will take the place of the regular April meeting. The association is extending a special invitation to the members of the Chicago Perfumery, Soap and Extract Association to be present. They have accepted and in consequence will forego their own customary Spring Party. Arrangements are under the direction of Walter Kochs of Victor Chemical Works, who is entertainment chairman.

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No formal speaker was present for the meeting of the Perfumers' Association on Tuesday, April 4, the members devoting the hour to a discussion of a new bill introduced in the Illinois Legislature. This is Illinois House Bill No. 528, introduced by Schaefer O'Neill, which makes a specification, in Section 2, regarding "natural flavoring," and appears to raise a question on the subject of coloring. The bill has been referred to the Committee on Agriculture and later re-referred to the Committee on License and Regulation.

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Inasmuch as 1933 marks the twenty-fifth anniversary of the founding of the Chicago Perfumery, Soap and Extract Association, the members have laid plans for a Silver Jubilee Stag Dinner Party, to be held early in May. Euclid Snow of Mallinckrodt Chemical Works, in charge of entertainment, plans to have as guests of honor all the original founders of the association who are still in Chicago.

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Joseph DeLorme, head of Riviera Products Co., recently moved the offices of his firm from 5 W. Austin Ave., to 215 W. Ohio St., where he is located in larger quarters with many new facilities.

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Frank S. Dedrick, formerly with the Chicago plant of Procter & Gamble Co., and at one time vice president of the Perfumers' Association has been transferred to the Port Ivory, Staten Island, plant where he will have charge of the perfuming department.

E. A. Welters Tooth Powder Co., formerly of Jacksonville, Florida, is now located in Chicago, with a manufacturing plant at 2540-42 Cottage Grove Avenue.

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Dr. J. Freeland Dunn has been forced to retire temporarily, on account of illness, from the Chicago office of W. J. Bush & Co., Inc. In his absence the office will be under the charge of Frank C. Walsh.

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The recent severe illness of B. F. Zimmer, of the Chicago office of Fritzsche Brothers, Inc., is reported to be now considerably relieved.

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Colgates Assume Control of C-P-P

A wholesale shift in the management and control of the Colgate-Palmolive-Peet Company came with the recent election of S. Bayard Colgate, son of the late Sidney Colgate, as president of the company to succeed Charles S. Pearce, for some years head of the Palmolive interests, who has become chairman of the board. The second important change in management is the selection of Edward H. Little as vice-president in charge of merchandising to succeed Felix Lowy who resigned after 18 years with Palmolive and C-P-P. Mr. Little is one of the best known successful soap sales executives in the United States, for twenty years with Palmolive. A Colgate man, B. W. Railey, has succeeded Sidney A. Kirkman, head of Kirkman & Sons, Brooklyn subsidiary of C-P-P, who resigned. N. N. Dalton, a former Peet man and an outstanding American soap technician, is executive vice-president and general manager. C. S. Dewey is vice-president in charge of finances. R. B. Colgate is vice-president in charge of research, L. C. Proesch is treasurer, A. J. Lansing is secretary, and H. E. Logan and A. E. Johnston, assistant secretaries. A. W. Peet, formerly chairman of the board, becomes honorary chairman. Other changes include the appointment of John F. Carney as sales manager of the toilet goods division to succeed W. R. Kerner, resigned, and E. M. Gilmore in charge of laundry soap sales.

The wholesale changes in management at C-P-P, although not a replacement of Palmolive men by Colgate executives, apparently represent a reversion to most of the principles of merchandising of the original Colgate & Co. They follow a drop in business since 1928 from a peak of $104,534,000 to $67,714,000 in 1932. In 1932, net income was $53,301 compared with $7,598,000 in 1931 on a gross in the latter year of about ninety million.

The directorate of Colgate-Palmolive-Peet Co. has recently been reduced from twenty-one to seventeen by vote of the stockholders. W. R. Basset was elected to fill the vacancy caused by the death of Gilbert Colgate. The following directors resigned: C. L. Frederick, S. A. Kirkman, B. A. Massie and Mason Trowbridge.

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Exports of dental creams from United States during January, 1933, totaled 81,559 lbs., valued at $71,716.

FOR YOUR

Paradichlorbenzene

AND *Napthalene*

REQUEST SAMPLES OF

COLOROMES

They perfume and color in one single operation

COLOROMES

ARE ALSO AVAILABLE
WITHOUT COLOR

FELTON CHEMICAL COMPANY, INC.

Executive Offices and Factory—599 JOHNSON AVE., BROOKLYN, N. Y.
Chicago, Ill., Offices—1200 NORTH ASHLAND AVE.

Stocks Carried in the Following Cities:

LOS ANGELES, CAL.
WM. PAUER,
1131 N. Orange Grove Ave.

SAN FRANCISCO, CAL.
P. M. RICH,
1282 Folsom St.

CHICAGO, ILL.
M. HARTSTEIN,
1200 No. Ashland Ave.

NEW ORLEANS, LA.
ROBERT E. FELTON,
Balter Bldg., Rm. 407.

Say you saw it in SOAP!

RECORD OF TRADE-MARKS

The following trade-marks were published in the March issues of the *Official Gazette* of the United States Patent Office in compliance with Section 6 of the Act of September 20, 1905, as amended March 2, 1907. Notice of opposition must be filed within thirty days of publication. As provided by Section 14, fee of ten dollars must accompany each notice of opposition.

Trade Marks Filed

SCOTCH—This in jagged letters on package describing cleaning compound. Filed by Ohio Laboratories, Inc., Columbus, Nov. 2, 1932. Claims use since June 21, 1932.

CALITE—This in solid letters describing soap. Filed by Calite Mfg. Co., Los Angeles, Dec. 2, 1932. Claims use since Oct. 27, 1931.

FLUSH-ENE—This in solid letters describing bowl cleaner. Filed by Churchill Mfg. Co., Sioux City, Iowa, Jan. 7, 1933. Claims use since May 1, 1932.

PHOSFOAM—This in solid letters describing powdered soap. Filed by Colgate-Palmolive-Peet Co., Chicago, Jan. 9, 1933. Claims use since 1924.

BEEBEE SPRAY—This in solid letters describing insecticide. Filed by B. & B. Products Co., New York, June 17, 1932. Claims use since June 1, 1932.

ADMIRACION—This in script describing shampoo and other toilet preparations. Filed by National Oil Products Co., Harrison, N. J., Oct. 18, 1932. Claims use since Oct. 1, 1918.

DRAWING of waste disposal can describing cleaning preparations, soaps, disinfectants, insecticides, antiseptics, polishes, sweeping powder, etc. Filed by West Disinfecting Co., L. I. City, N. Y., Mar. 2, 1931. Claims use since Nov. 1, 1906.

SUDATOSINE—This in solid letters describing soap. Filed by Fred B. Ashton, St. Louis, Sept. 6, 1932. Claims use since Aug. 20, 1931.

WOW—This in solid letters describing hand soap. Filed by Wow Soap Products Co., Hastings-on-Hudson, N. Y., Dec. 6, 1932. Claims use since Nov. 1, 1932.

PABST'S—This in solid letters on carton, describing shaving cream. Filed by Pabst Chemical Co., Chicago, Dec. 24, 1932. Claims use since Nov. 25, 1931.

LAUNDRI-AIDE—This in solid letters describing washing compound. Filed by Shelby Home Products Co., Shelby, Ohio, Dec. 31, 1932. Claims use since June 27, 1927.

FLEISCHMANN'S—This in script with drawing of woman's head, describing facial soap. Filed by Frances Fleischmann Soap Products, West Haven, Conn., Jan. 18, 1933. Claims use since Aug. 19, 1932.

DRAWING of chick describing scouring soap. Filed by Bon Ami Co., New York, Jan. 23, 1933. Claims use since Jan. 14, 1902.

KLEANU—This in solid letters on package describing polishes. Filed by Manhattan Kreole Products, Inc., Brooklyn, Jan. 23, 1933. Claims use since Dec. 1, 1932.

SOAPSIES—This in solid letters describing soap powder capsules. Filed by Edyth C. Tomlin, Washington, Feb. 2, 1933. Claims use since Dec. 15, 1932.

SANI-TEX—This in solid letters describing antiseptic. Filed by Sani-Tex Laboratories, Los Angeles, Aug. 29, 1932. Claims use since Jan. 1, 1930.

THIOQUINOZOLE—This in solid letters describing insecticide base. Filed by Robert C. White Co., Philadelphia, Jan. 4, 1933. Claims use since Mar. 9, 1932.

GON-A-WA—This in solid letters describing germicide. Filed by Epiphany Chemical Co., Pittsburgh, Jan. 11, 1933. Claims use since Dec. 12, 1932.

HOSTESS—This in script describing soap. Filed by Druggists' Supply Corp., New York, Jan. 27, 1933. Claims use since June 28, 1932.

SANI-MOTH—This in shaded letters describing deodorizing crystals. Filed by Sani-Moth, Inc., Waterloo, Iowa, Apr. 22, 1932.

ANTAYSTE ANT KILL—This in solid letters with drawing of ant, describing ant-killing preparation. Filed by Alfred E. Johansen, St. Paul, Minn., Jan. 6, 1933. Claims use since May 2, 1932.

PH. D.—This in solid letters with diploma and words, "The Highest Degree," describing shaving cream. Filed by Ph. D. Products Co., Phila., Jan. 9, 1933. Claims use since Feb. 15, 1932.

TAKALAB—This in solid letters describing cleansing compound. Filed by Takamine Laboratory, Inc., Clifton, N. J., Jan. 21, 1933. Claims use since Mar. 4, 1932.

HELTH-GARD—This in solid letters describing toilet soaps. Filed by Cincinnati Soap Co., Cincinnati, Feb. 15, 1933. Claims use since June, 1932.

ALL AMERICAN—This in solid letters describing soaps. Filed by Comfort Mfg. Co., Chicago, Feb. 16, 1933. Claims use since Feb. 6, 1933.

SMITH'S RED-DERMAL—This in solid letters describing germicide. Filed by L. C. Smith Laboratory, Canton, Ohio, Jan. 3, 1933. Claims use since May 11, 1931.

DENTAL 33—This in solid letters describing antiseptic and germicide. Filed by Hewitt Laboratories, Inc., New York, Jan. 13, 1933. Claims use since Feb. 1, 1932.

BLACK DART—This in solid letters with black arrow, describing insecticides, germicides, disinfectants, etc. Filed by S. H. Kress & Co., New York, Jan. 21, 1933. Claims use since Dec. 5, 1932.

PULVADENT—This in solid letters describing dental powder. Filed by Drug Products Co., Toledo, Jan. 23, 1933. Claims use since Dec. 12, 1931.

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Trade Marks Granted

301,476. Tooth Pastes, Antiseptic Solutions. Two-claimz Mfg. Co., Providence, R. I. Filed October 4, 1932. Serial No. 330,938. Published December 20, 1932. Class 6.

301,486. Antiseptic. Walker, Corp & Co., Syracuse, N. Y. Filed September 24, 1932. Serial No. 330,641. Published December 20, 1932. Class 6.

301,487. Antiseptic. Cavendish Chemical Corp., New York. Filed September 17, 1932. Serial No. 330,418. Published December 20, 1932. Class 6.

301,491. Insecticides. Capital Chemical Drug Co., Montgomery, Ala. Filed September 13, 1932. Serial No. 330,290. Published December 20, 1932. Class 6.

301,516. Soap and Shaving Cream. Pineglow Products, New York. Filed November 3, 1932. Serial No. 331,847. Published December 27, 1932. Class 4.

301,517. Disinfectant, Antiseptic, and Deodorant. Ammonol Chemical Co., New York. Filed October 29, 1932. Serial No. 331,717. Published December 20, 1932. Class 6.

301,518. Moth Repellant. Odora Co., New York. Filed October 29, 1932. Serial No. 331,693. Published December 20, 1932. Class 6.

301,519. Cleaning Compound. J. B. Ford Co., Wyandotte, Mich. Filed October 28, 1932. Serial No. 331,637. Published December 27, 1932. Class 4.

301,520. Detergents. American Disinfecting Co., Sedalia, Mo. Filed October 28, 1932. Serial No. 331,634. Published December 20, 1932. Class 4.

301,521. Soap. Silica Products Corp., New York. Filed October 27, 1932. Serial No. 331,626. Published December 27, 1932. Class 4.

301,522. Cleaning Compounds. C. W. Mfg. Co., Cleveland. Filed October 18, 1932. Serial No. 331,393. Published December 20, 1932. Class 4.

301,523. Hand Cleanser. Olminol, North Arlington, N. J. Filed October 18, 1932. Serial No. 331,342. Published December 20, 1932. Class 4.

301,524. Polishes. Manhattan Kreole Products, Inc., Brooklyn. Filed October 19, 1932. Serial No. 331,379. Published December 27, 1932. Class 4.

301,526. Soap. Baker Manufacturer, San Francisco. Filed October 15, 1932. Serial No. 331,277. Published December 27, 1932. Class 4.

301,528. Liquid Dye-Soap. A. C. Horn Co., Long Island City, N. Y. Filed October 12, 1932. Serial No. 331,182. Published December 6, 1932. Class 6.

301,530. Shaving Cream. J. B. Williams Co., Glastonbury, Conn. Filed October 10, 1932. Serial No. 331,131. Published December 27, 1932. Class 4.

301,532. Washing Solution. Garber-Eagle Oil Corp., Brooklyn. Filed October 5, 1932. Serial No. 330,949. Published December 20, 1932. Class 6.

301,533. Soaps. Kresge Department Store Corp., Newark. Filed September 29, 1932. Serial No. 330,791. Published December 27, 1932. Class 4.

301,535. Detergents. Cowles Detergent Co., Cleveland. Filed September 26, 1932. Serial No. 330,651. Published December 27, 1932. Class 4.

301,537. Cleaner. Alco Seal Co., Philadelphia. Filed August 22, 1932. Serial No. 330,174. Published December 27, 1932. Class 4.

301,539. Cleaning Compound. Chas. Cooper & Co., Newark. Filed August 20, 1932. Serial No. 329,704. Published December 20, 1932. Class 4.

301,543. Cleaning Preparation. R. D. R. Manufacturing Co., Maywood, Ill. Filed July 29, 1932. Serial No. 329,202. Published December 20, 1932. Class 4.

301,611. Soaps, Cleaning Compounds, Etc. Aeronautical Industries Research, Minneapolis. Filed April 15, 1932. Serial No. 326,161. Published December 20, 1932. Class 4.

301,795. Cleaners and Polishers. George H. Callaghan, New York. Filed November 3, 1932. Serial No. 331,850. Published December 27, 1932. Class 16.

301,798. Cleaning and Polishing Preparation. Permagloss Manufacturing Co., Atlanta. Filed October 21, 1932. Serial No. 331,424. Published December 27, 1932. Class 16.

301,886. Floor, Furniture and Automobile Waxes. Creco Co., Long Island City, N. Y. Filed November 23, 1932. Serial No. 332,402. Published January 10, 1933. Class 16.

301,900. Antiseptic. Hyg-A-Tabs Laboratories, Brooklyn. Filed June 7, 1932. Serial No. 327,803. Published December 20, 1932. Class 6.

301,922. Rat Poison. B. J. Moore Sons' Co., Utica, N. Y. Filed October 7, 1932. Serial No. 331,060. Published January 3, 1933. Class 6.

301,932. Insecticides. Southeastern Chemical Co., Alexandria, Va. Filed November 8, 1932. Serial No. 331,985. Published January 10, 1933. Class 6.

301,940. Insecticides. Enterprise Manufacturing Co., Akron, Ohio. Filed August 13, 1931. Serial No. 317,922. Published November 24, 1931. Class 6.

301,942. Cleansing Preparation. O'Connell Products Co., Chicago. Filed October 27, 1930. Serial No. 307,242. Published January 10, 1933. Class 4.

301,944. Sheep Dip. Scott & Gilbert Co., San Francisco. Filed January 4, 1932. Serial No. 322,714. Published May 17, 1932. Class 6.

301,948. Saponaceous Material. Fischer's Surfa-

Saver, Inc., Cincinnati. Filed November 18, 1931. Serial No. 321,243. Published January 3, 1933. Class 4.

301,956. Insecticides. Gelco Co., Brooklyn. Filed September 21, 1932. Serial No. 330,544. Published January 3, 1933. Class 6.

301,957. Cleaners. Ultralyn Essential Products Co., New York. Filed June 21, 1932. Serial No. 328,193. Published January 3, 1933. Class 4.

301,966. Toilet Soap. Goldblatt Bros., Chicago. Filed November 5, 1932. Serial No. 331,925. Published January 3, 1933. Class 4.

301,968. Toothpowder, Etc. Gremal Products Co., New York. Filed October 31, 1932. Serial No. 331,734. Published January 3, 1933. Class 6.

301,978. Deodorant. O-Do Co., Dallas. Filed October 6, 1932. Serial No. 331,012. Published January 3, 1933. Class 6.

301,981. Antiseptic and Germicidal Preparation. Rare Chemicals, Inc., Nepera Park, N. Y. Filed September 21, 1932. Serial No. 330,551. Published January 10, 1933. Class 6.

301,986. Antiseptic. Davis & Lawrence Co., New York. Filed September 7, 1932. Serial No. 330,160. Published January 10, 1933. Class 6.

301,988. Shampoo. Rocco Santoline, Basking Ridge, N. J. Filed August 2, 1932. Serial No. 329,293. Published January 10, 1933. Class 6.

302,067. Soaps. Bowles Bros. Co., Los Angeles. Filed November 30, 1932. Serial No. 332,611. Published January 17, 1933. Class 4.

302,071. Soaps. Calite Manufacturing Co., Los Angeles. Filed November 29, 1932. Serial No. 332,575. Published January 10, 1933. Class 4.

302,072. Dental Cream. Kaufmann Department Stores, Inc., Pittsburgh. Filed November 25, 1932. Serial No. 332,456. Published January 10, 1933. Class 6.

302,078. Soap. Colgate-Palmolive-Peet Co., Chicago. Filed November 18, 1932. Serial No. 332,251. Published January 10, 1933. Class 4.

302,080 Insecticides. Barium Reduction Corp., Charleston, W. Va. Filed November 5, 1932. Serial No. 331,913. Published January 10, 1933. Class 6.

302,083. Cleansing Compounds. Fraksin Laboratories, San Francisco. Filed October 27, 1932. Serial No. 331,661. Published January 10, 1933. Class 4.

302,125. Tooth Paste. Independent Druggists' Alliance Distributing Co., Chicago. Filed May 23, 1932. Serial No. 327,358. Published January 17, 1933. Class 6.

302,128. Shoe Polish. Reliance Wax Products Corporation, Ltd., Los Angeles, Calif. Filed October 26, 1932. Serial No. 331,593. Published January 10, 1933. Class 4.

302,129. Laundry Soap. Iowa Soap Co., Burlington, Iowa. Filed September 24, 1932. Serial No. 330,628. Published January 10, 1933. Class 4.

302,130. Soaps and Detergents. National Milling & Chemical Co., Philadelphia. Filed September 22, 1932. Serial No. 330,580. Published January 17, 1933. Class 4.

New Patents

Conducted by
Lancaster, Allwine & Rommel
Registered Attorneys
PATENT AND TRADE-MARK CAUSES
815 15th St., N. W., Washington, D. C.

Complete copies of any patents or trade-mark registrations reported below may be obtained by sending 25c for each copy desired to Lancaster, Allwine and Rommel. Any inquiries relating to Patent or Trade-Mark Law will also be freely answered by these attorneys.

No. 1,897,701. Production of a Soap Product. Patented February 14, 1933 by Dallas R. Lamont, Brooklyn, N. Y., assignor to Colgate-Palmolive-Peet Company, Chicago, Illinois, a Corporation of Delaware and The Procter & Gamble Company, Cincinnati, Ohio. The process of producing a soap product composed mainly of particles having a generally rounded outline, as distinguished from a sharp angular configuration, having an interior structure substantially enclosed by a protective but water permeable outer surface formed with myriads of minute cells distributed therein, and having the property of readily absorbing water and becoming wet throughout upon contact with water, and of dissolving readily and rapidly in water, which comprises incorporating a non-aqueous gas into heavy soap which is in a fluent state, effecting a thorough distribution of gas throughout the entire body of the soap, the thorough distribution of the gas being effected while the soap is maintained under pressure substantially in excess of the atmosphere with its contained gas resultingly compressed, effecting formation of particles of generally rounded outline having the aforesaid water permeable outer surface and cellular internal structure by spraying the gas-containing soap into a region of reduced pressure sufficiently low to permit substantial expansion of the contained gas within the respective individual soap particles, and effecting a rapid conversion of the soap particles into form-retaining condition thereby to retain the cellular structure within the respective individual soap particles and imparting to the product the aforesaid properties of ready and rapid wetting and dissolving, the non-aqueous gas being incorporated into the fluent soap in an amount in substantial excess of the quantity of gas which the soap is capable of containing at the reduced pressure of the region into which the soap particles are sprayed.

No. 1,897,977. Artificial Resin from Glycerol and the like. Patented February 14, 1933 by Carleton Ellis, Montclair, N. J., assignor to Ellis-Foster Company. In the production of ester resins from a carboxylic acid and a polyhydric alcohol, the step of adding an alkaline material during the formation of the resin, whereby a lowering of the solidification temperature is effected.

Circulation Claims versus Circulation Proof

MOST publications in the soap, toilet goods, chemical, drug and related industries fail to supply any definite proof of circulation. They content themselves with making claims, giving break downs of one kind or another, etc. Advertisers in these publications have no way of ***knowing*** just what their advertising dollar is buying. When advertising is bought on this basis, there is every opportunity for concentrating space in the wrong publications and missing the necessary industry coverage available in other directions.

One of this country's leading advertising agencies has developed a plan to aid them in getting honest value for every dollar spent for their clients. Every contract carries this special clause: "19a) Publishers who are not members of the Audit Bureau of Circulation or Controlled Circulation Audit are asked to accompany all invoices with original or photostatic copy of post-office receipts for the current issue. Invoices will not be paid without such evidence of distribution. We reserve the right to deduct cash discount after the normal discount period if immediate proof of circulation is not provided."

Any publisher can supply Post Office receipts, regardless of whether the publication is mailed second class, third class, or parcel post. Only a nominal expense and no effort would be required to attach a photostatic copy of the current post office receipt to every bill. Why not ask for this service in connection with all of your advertising?

SOAP

sends post office receipt reproductions with every bill for advertising.

CONTRACTS AWARDED

Newell Gutradt Company, San Francisco, has been awarded a contract for 600 cases of brown laundry soap for the Committee for Unemployment Relief, City and County of San Francisco.

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Pioneer Soap Co., San Francisco, was awarded the contract for a quantity of hand soap to be supplied to the Fort Mason, California, U. S. Army Quartermaster, in a recent bidding, at a price of 3.4c. Newell-Gutradt Co., San Francisco, was awarded a quantity of grit soap at 6.9c.

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George E. Marsh Co. was low bidder on 18,000 lbs. laundry soap to be supplied to the U. S. Treasury Supply Division, Washington, in a recent bidding, with a quotation of 2.19c. The same concern was also low on 3,750 lbs. white floating soap with a figure of 4.24c.

—o—

Armour & Co., Chicago, was low bidder on 1,500 lbs. grit soap for Panama Canal delivery in a recent United States Government bidding, with a quotation of $75. Low bidders on 4,500 lbs. laundry soap, each with a quotation of $117, were Pioneer Soap Co., San Francisco, and Colgate-Palmolive-Peet Co. Stevenson Bro. & Co., Philadelphia, entered a low bid of $112 on 3,000 lbs. paraffin wax.

—o—

Harshaw Chemical Company was the low bidder on 28,000 pounds of naphthalene for purchase by the United States Marine Corps, Philadelphia, in a recent bidding, with a quotation of 4.55c. This bid was recommended for acceptance. Other bids ranged up to 5c pound.

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Noxon Chemical Products Co., Newark, was awarded a contract for 3,300 pounds of flour wax in a recent bidding at a price of 11c, delivery to be made to U. S. Marine Corps headquarters, Philadelphia.

—o—

Armour & Co., San Antonio, was awarded the contract for 12,000 lbs. of soap in a recent Fort Sam Houston U. S. Army Quartermaster's bidding, at a price of 4.23c. Procter & Gamble Distributing Co., Dallas, awarded 1,500 lbs. toilet soap at 4.98c. Rogers Chemical Co., Dallas, awarded 1,000 lbs. sodium carbonate at 3c. Dixie Supply Co., San Antonio, awarded 5,040 lbs. laundry soda at 2.3c. Rosenberg Bros., San Antonio, awarded 4,000 lbs. acetic acid at 6c. H. H. Rosenthal Co., New York, awarded 1,000 lbs. chlorinated lime at 6.45c. James Good, Philadelphia, awarded 2,000 cans caustic soda at 6.7c.

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A. M. T. A. Meets April 25-27

The entertainment committee of the Associated Manufacturers of Toilet Articles, headed by L. R. Root, Scovill Manufacturing Co., is proceeding with plans for the annual meeting at the Waldorf-Astoria Hotel, New York, April 25-27. The first night will be given over to a theatre party and supper dance, the second evening is unscheduled and the evening of the 27th the annual banquet will be held. At the business sessions attention will be concentrated on sales, advertising and distribution problems of the toilet preparations industry.

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Cecil Smith, Yardley & Co., Ltd., New York, has been elected interim president of the Associated Manufacturers of Toilet Articles, following the resignation of H. Henry Bertram. Mr. Smith has been a member of the executive board of the association since the last convention, at which time the ruling was passed making American representatives of foreign houses eligible for membership. He has served as second-vice-president since last fall when the members of the Perfumery Importers Association joined the American Manufacturers of Toilet Articles in a body.

Cecil Smith

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Lehn & Fink Co., N. Y., announced the appointment of Dorothy Cocks as advertising and merchandising manager, effective March 20th. Miss Cocks will continue as beauty editor of "The Ladies' Home Journal." She was formerly advertising and sales promotion manager for the Marinello Co., also advertising manager of Elizabeth Arden, both manufacturers of toilet preparations.

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Hawley & Jones, Philadelphia, makers of "Handy Hatter," a powder cleaner for felt hats, have appointed Carter-Thompson Co., Philadelphia, as advertising agents.

Market Report on

ESSENTIAL OILS AND AROMATICS

(As of April 8, 1933)

NEW YORK—The events of the past month have caused more activity in essential oil prices than has been noted for some time. The first effect of the bank moratorium was, of course, to stiffen spot prices considerably and encourage buying as most dealers preferred to secure stocks at current levels rather than to wait to see what prices would be following the reopening. When, at the reopening, American exchange was quoted in the same relation to other currencies as before the moratorium, the buying movement was checked and prices started to settle back to previous levels. The chief development later in the period was an advance in the price of camphor oil, which brought with it comparable advances in camphor derivatives.

Anise Oil

Anise was unchanged at 30c. to 35c. pound this period, the market being fairly steady but quiet.

Bergamot Oil

Lack of demand for bergamot continued to be felt this period, although prices did not weaken. The Italian government has recently removed some of its restrictions on sale of bergamot oil, the chief requirements now being tests of purity for the protection of buyers.

Camphor Oil

Both the sassafrassy and white grades of camphor oil advanced two cents a pound this period, carrying up with them quotations on safrol and artificial sassafras. The inside price on the oil is now 12c. pound.

Citronella Oil

At the close of this period citronella oil prices were still above the level of a month ago, with buyers apparently unwilling to let quotations settle back to their position before the moratorium without a show of resistance. Demand was quiet at quoted levels.

Lavender Oil

Cheaper grades of lavender oil were reported to be offered at slight concessions this period, under the stress of competitive influences.

Sandalwood Oil

Keen competition among sellers of sandalwood oil continues to send quotations lower. Figures as low as $5.00 are common, although the Mysore label oil continues to demand a premium.

—o—

A ten per cent excise tax on sales of toilet soaps, tooth paste, shaving cream and other toilet preparations is included in the budget recently adopted by the Dominion of Canada. Based on available estimates this should produce an annual revenue of approximately $1,000,000. The tax will be paid by the maker or importer and it looks as if it will be passed on directly to the consumer. Considerable confusion exists in the Canadian trade concerning details of the tax, and further information is anxiously awaited.

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Explosion at Bush London Plant

A serious explosion occurred at the London factory of W. J. Bush & Co., well known distillers of essential oils, early in the morning of March 30. The cause is reported to have been the accidental ignition of the vapor from a large tank of denatured alcohol. The explosion wrecked the factory, reports say, and also a number of houses in the vicinity. One death is indicated and thirty persons injured. The accident happened just as the night shift was leaving the factory.

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Procter Wins in Irish Sweepstake

F. W. Procter, American soap millionaire of Procter & Gamble Co., won £16,000 ($60,000) in the recent Grand National Steeplechase in England with a ticket in the Irish Sweepstake on Kellsboro' Jack, the winner, according to a story reported from Paris where Mr. Procter lives. It was at first rumored that he had won £30,000 on a ticket held in the name of his late butler, Barrizoki. However, it was later explained that the tickets had been bought in the American bar of the Ritz Hotel in Paris, and that the name used was "Ritz Bar" reversed. He sold a half interest in the winning ticket to a London syndicate for £1,000 after Kellsboro' Jack had been drawn. When the horse won, he collected half of the £30,000 in addition.

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Firmenich Returns to Europe

Andre Firmenich of M. Naef & Co., Geneva, Switzerland, manufacturers of synthetic aromatic chemicals and perfuming specialties, sailed for home April 5 on the "Aquitania" following a visit of six weeks with his firm's American representatives, Ungerer & Company, New York. During the course of his stay in this country, Mr. Firmenich visited the Ungerer customers in leading cities of the East and Middle West, principally Boston, Philadelphia, Cincinnati, St. Louis, Chicago, Detroit and Toronto, in addition to calling on the trade in the New York Metropolitan district. He was accompanied on his trips by Rupert C. Watson, who in the future, will devote most of his time to developing the Naef products in this country for Ungerer in conjunction with their various sales representatives.

Market Report on

SOAP AND DISINFECTANT CHEMICALS

(As of April 8, 1933)

THE market for soap and disinfectant chemicals reacted only very slightly to developments during the period just concluded. Unlike other markets there was no advance in prices to stir up activity, buyers and sellers alike being willing to await further developments before making any abrupt changes in their present positions. The general belief is that no sharp changes are to be expected unless inflation results, and many discount talk on this subject. Consumption continues to run at a low level, with buyers taking only stocks sufficient for current use.

Alkalis

Shipments of alkalis during the first quarter did not come up to the figures set a year ago, with buyers taking only sufficient material for immediate use and showing no desire to purchase in advance. In spite of quiet demand quotations are reported to be well maintained by producers who are not particularly anxious to extend commitments at this time in view of possible developments.

Coal-Tar Products

The disinfectant trade continues to take substantial quantities of cresol, and buying of flake and ball naphthalene also continues to be encouraging to producers.

Glycerin

Although no price changes were noted in glycerin this period, the market is quite definitely firmer. Soap makers as a rule are not anxious to extend commitments at present prices, as in the event of inflation they want to share in higher selling prices as well as higher buying prices.

Rosin

Rosin quotations showed no definite trend this period, cheap grades of gum and the wood grades advancing, while the lighter grades of gum rosin were quoted lower. Buying continued apathetic, and the southern markets were seasonally inactive. The closing schedule follows: Gum, grade B, $3.15; H, $4.00; K, $4.30; N, $4.75; WG, $4.80; WW, $4.90; Wood, $3.58 to $3.78; at works, $2.75.

—o—

Pear's the English soap house, has undertaken a wide advertising campaign for its new sixpenny stick of shaving soap and tube of shaving cream under the name "Jif." A full cake of Pear's "Golden Glory" transparent soap is being given free to every purchaser of "Jif" presenting a newspaper coupon.

Dock Heads M. Werk Co.

Howard Dock was elected president of M. Werk Co., Cincinnati, at a recent meeting of the directors, succeeding Edward C. Price who has retired from the company. Mr. Price is now representing J. T. Robertson Co., Syracuse, in Cincinnati. Albert G. Schwartz was named vice-president, and Louis Werk reelected secretary-treasurer. These three officers, with Joseph Sagmeister and William W. Oskamp, comprise the board of directors of M. Werk Co.

—o—

The opposition of I. Rokeach & Sons, Inc., Brooklyn, to the registration by Morris Wishnetzky, New York, of the Hebrew characters, "K," "S" and "R," as trademarks for soap, on the grounds that bars of soap bearing these marks might be so arranged as to infringe its trademark rights in the Hebrew characters, "K, S, R," used conjointly to signify "Kosher," was dismissed by the U. S. Patent Office, March 21. The application was refused on other grounds, however, as Wishnetzky was unsuccessful in proving that the marks had been in actual use in trade, one of the essentials for registration.

—o—

Wright, Layman & Umney, Ltd., English manufacturers of Wright's Coal Tar Soap, in an annual report for this firm showed a profit for 1932 of about £53,000, almost equal to 1931. Stockholders will receive a dividend of 7½%.

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E. R. Dick, formerly of Sherka Chemical Co., is now in charge of the chemical department of George Uhe, Inc., broker, New York.

—o—

Soap Perfumery

(From Page 29)

FOR COLORED SOAPS ONLY

Soluble Resins

Benzoin
Balsam Peru
Balsam Tolu
Castoreum
Labdanum Spanish
Myrrh
Olibanum
Oak Moss
Oppoponax

Essential Oils

Oil of Bay
Oil of Cade
Oil of Myrrh
Oil of Pimento

Aromatic Chemicals

Bromstyrol
Cinnamic Aldehyde
Dimethylanthranilate synthetic
Ethylvanillin
Heliotropine
Indol
Nerolin (Ethyl Beta Naphtol)
Skatol
Vanillin
Yara-Yara (Methyl Beta Naphtol)

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Market Report on

TALLOW, GREASES AND OILS

(*As of April* 8, 1933)

NEW YORK—Prices of soapmaking fats, oils and greases have been through a series of maneuvers during the past month which have followers of the market a little upset in interpreting accurate meanings. Following the ending of the bank moratorium domestic fats skyrocketed along with other commodities and securities. This was apparently more of an emotional movement than anything else, brought on by expectation of inflation, and not the result of any basic change in the situation of supply and demand. When the movement had spent itself in the first few days, the deflationary movement got under way again, and quotations sagged. Within the past few days there has been a second upward movement, spurred on by inflation talk, with domestic tallow again leading the oil and fat procession. In the final analysis the situation seems to be that, without inflation, there will be no substantial advance in oil and fat prices for some time, as the surplus of stocks which still exists continues to exert a bearish influence on prices. Inflation, on the other hand, would bring a sharp advance.

Coconut Oil

Coconut oil was less affected by movements in the oil and fat market this period than most other products, gaining only one-eighth cent a pound over the previous close. The current quotation on Manila oil in tanks, New York, is 3⅛c lb., 2¾c Coast.

Cottonseed Oil

Cottonseed oil prices were a quarter to a half-cent a pound higher this period, as a result of the upward movement which followed the end of the banking holiday. Subsequent developments in the business situation were not encouraging, but traders were backward in playing the short side heavily due to the possibility of an abrupt advance.

Greases

The greases gained substantially in value last period, house grease advancing to 2¼c lb., from a previous low of 1¾c. In later trading prices eased off fractionally.

Tallow

Tallow scored the sharpest advance of any item in the oil and fat list last period, and showed more ability to hold its gain than any other item. Priced at 2c lb. early in the period, it shot up to 3c following the bank reopening, as a consequence of inflation talk and the rush to invest in commodities when hoarding of gold was stopped. Subsequently quotations eased off somewhat, as the rise was shown to be partially unfounded, and the closing quotation was 2⅝c.

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Renderers Organize for Protection

Renderers in the middle west have formed an association known as the Association of American Producers of Domestic Inedible Fats, of which H. J. Schulte, Detroit Rendering Co., Detroit, is chairman, and R. C. Buck, Darling & Co., Chicago, is secretary. Among the members are Akron Soap Co., Akron, O., and Cuyahoga Soap Co., Cleveland. The purpose of the organization is to cooperate in widening the market and reducing competition for domestic fat and oil products. The immediate demand is for a substantial tariff on imported coconut oil, palm oil, whale oil, etc. Other members of the organization include: E. G. Buchseib, Inc., Columbus, O.; Chicago Butchers Calfskin Association, Chicago; Kentucky Chemical Co., Covington, Ky.; John Wachtell Co., Indianapolis, Ind.; Fostoria By-Products Co., Fostoria, O.; Frankfort Rendering Co., Frankfort, Ind.; Globe Rendering Co., Chicago; Muskegon Rendering Co., Muskegon, Mich.; Suburban By-Products Co., Aurora, Ill.; G. A. Wintzer and Son Co., Waupankoneta, O.; and Stadler Products Co., Cleveland, O.

—o—

Sales taxes and penalties aggregating $160,000 have been recovered from Colgate-Palmolive-Peet Co. because of deficiency in tax paid on soaps and toilet articles sold by a Palmolive subsidiary in Toronto, Canada. This decision definitely establishes the principle that a sales tax must be charged on the price at which the company's goods are sold to the trade and not on the price which may be charged by a subsidiary to its parent concern for the products which both handle.

—o—

Industrial Chemical Sales Co., New York, has issued a revised edition of its booklet, "Activated Carbon—The Modern Purifier." The origin, characteristics and uses in industry of activated carbon are discussed at length. Copies are available on application, either direct or through *Soap*.

—o—

A three story plant is being constructed by Carmen Co. at Boonton, N. J., at a cost of approximately $65,000. New machinery is also being installed in the plant of Wecoline Products Co. which will cooperate with the Carmen Co. in the supply of raw materials.

—o—

Hyman Bersen, head of Waxcroft Crayon & Candle Corp., Brooklyn, was shot and killed March 13 in an argument in the company's plant.

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White Crystals with Fine Natural Odor for mentholated shaving creams, soaps, shampoos, lotions, creams

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Camphor
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STAUFFER BRAND Carbon Tetrachloride will make a good cleaner better. It is 99.9% pure, the purest obtainable anywhere, is water white and is absolutely free from residue or residual odor. May we work with you when you are next in the market? Let us submit samples and prices. Anything from a drum up.

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CURRENT PRICE QUOTATIONS

As of April 8, 1933

Minimum Prices are for car lots and large quantities. Price range represents variation in quotations from different suppliers and for varying quantities.

Chemicals

Acetone, C. P., drums.....lb.	.08½	.10
Acid, Boric, bbls., 99½%.....ton	95.00	100.00
Cresylic, 97% dk., drums.....gal.	.37	.40
97-99%, pale, drums.....gal.	.42	.45
Oxalic, bbls.....lb.	.11	.11¼
Adeps Lanae, hydrous, bbls.....lb.	.14	.15
Anhydrous, bbls.....lb.	.15	.16
Alcohol, Ethyl, U. S. P., bbls.....gal.	2.45	2.59
Complete Denat., No. 5, drums., ex. gal.	.38½	.46¼
Alum. potash lump.....lb.	.03	.03¼
Ammonia Water, 26°, drums, wks...lb.	.02½	.02¾
Ammonium Carbonate, tech., bbls...lb.	.08	.12½
Bleaching Powder, drums.....100 lb.	1.75	2.35
Borax, pd., cryst., bbls., kegs.....ton	50.00	55.00
Carbon Tetrachloride, car lots.....lb.	—	.06¼
L. C. L.....lb.	.06½	.07
Caustic, see Soda Caustic, Potash Caustic		
China Clay, filler.....ton	10.00	25.00
Cresol, U. S. P., drums.....lb.	.09	.10
Cresote Oil tanks.....gal.	.11½	.12½
Feldspar (200 to 325 mesh).....ton	14.00	15.50
Formaldehyde, bbls.....lb.	.06	.07
Fullers Earth.....ton	15.00	24.00
Glycerine, C. P., drums.....lb.	.10¼	.10½
Dynamite, drums.....lb.	.07½	.08½
Saponification, tanks.....lb.	.05	.05½
Soaps, Lye, tanks.....lb.	.04½	.05¾
Hexalin, drums.....lb.	—	.30
Kieselguhr, bags.....ton	—	35.00
Lanolin, see Adeps Lanae.		
Lime, live, bbls.....per bbl.	1.70	2.20
Mercury Bichloride, kegs.....lb.	.93	1.08
Naphthalene, ref. flakes, bbls.....lb.	.04¾	.06
Nitrobenzene (Myrbane) drums....lb.	.09½	.11
Paradichlorbenzene, bbls., kegs.....lb.	.15	.23
Paraformaldehyde, kegs.....lb.	.38	.39
Petrolatum, bbls. (as to color).....lb.	.01⅞	.06¾
Phenol, (Carbolic Acid), drums....lb.	.14¼	.16
Pine Oil, bbls.....gal.	.59	.65
Potash, Caustic, drums.....lb.	.06⅛	.06⅜
Flake.....lb.	.07	.08
Potassium Bichromate, casks.....lb.	.08	.08½
Pumice Stone, powd.....100 lb.	2.50	4.00
Rosins (600 lb. bbls. gross for net)—		
Grade B to H, basis 280 lbs.....bbl.	3.15	4.00
Grade K to N.....bbl.	4.30	4.75
Grade WG and WW.....bbl.	4.80	4.90
Wood.....bbl.	3.58	3.78
Rotten Stone, pwd. bbls.....lb.	.02½	.04½
Silica, Ref., floated.....ton	18.00	22.00
Soap, Mottled.....lb.	.03½	.04
Olive Castile, bars.....lb.	.09	.12
powder.....lb.	.17	.22
Olive Oil Foot.....lb.	.04½	.06
Powdered White, U. S. P.....lb.	.10	.12
Green, U. S. P.....lb.	.06	.08
Tallow Chips.....lb.	.05	.06
Whale Oil, bbls.....lb.	.04	.04½
Soda Ash, contract, wks., bags, bbls. 100 lb.	1.17½	1.43
Car lots, in bulk.....	—	1.05
Soda Caustic, Cont., wks., sld...100 lb.	—	2.55
Flake.....lb.	—	2.95
Liquid, tanks.....lb.	2.15	2.20
Soda Sal., bbls.....100 lb.	1.05	1.15
Sodium Chloride (Salt).....ton	11.40	14.00
Sodium Fluoride, bbls.....lb.	.07½	.08½
Sodium Hydrosulphite, bbls.....lb.	.22	.26
Sodium Silicate, 40 deg., drum, 100 lb.	.75	.80
Drums, 60 deg. wks.....100 lb.	—	1.65
In tanks, 15c. less per hundred, wks.		
Tar Acid Oils, 15-25%.....gal.	.21	.25
Trisodium Phosphate, bags, bbls....lb.	.03	.0390
Zinc Oxide, lead free.....lb.	.06	.06¼
Zinc Stearate, bbls.....lb.	.16	.18

Oils—Fats—Greases

Castor, No. 1, bbls.....lb.	.09	.10
No. 3, bbls.....lb.	.08¾	.09½
Coconut		
Ceylon, Coast Tanks.....lb.	.02¾	.02⅞
Cochin, barrels, N. Y.....lb.	.04¾	Nom.
Manila, tanks, N. Y.....lb.	.03⅛	.03¼
Tanks, Pacific Coast.....lb.	.02¾	.02⅞
Cod, Newfoundland, bbls.....gal.	.21	.22
Copra, bulk, Coast.....lb.	.0160	.0165
Corn, tanks, mills.....lb.	.03⅛	.03¼
Bbls, N. Y.....lb.	.05½	.05¾
Cottonseed, crude, tanks, mill.....lb.	.02¾	.02⅞
PSY.....lb.	—	.03¾
Degras, Amer., bbls.....lb.	.02½	.03¾
English, bbls.....lb.	.03⅝	.03⅞
German, bbls.....lb.	.02⅞	.03½
Neutral, bbls.....lb.	.06½	.08½
Greases, choice white, bbls., N. Y...lb.	.02½	.03½
Yellow.....lb.	.02⅛	.02¼
House.....lb.	.02⅛	.02¼
Lard, prime, steam, tierces.....lb.	.04¼	.04⅜
Compound tierces.....lb.	.06	.06¼
Lard Oil,		
Extra, bbls.....lb.	—	.07
Extra, No. 1, bbls.....lb.	—	.06¾
No. 2, bbls.....lb.	—	.06¼
Linseed, raw, bbls., spot.....lb.	.0740	.0780
Tanks, raw.....lb.	—	.0680
Boiled, 5 bbls. lots.....lb.	—	.0860
Menhaden, Crude, tanks, Balt.....gal.	—	.10
Oleo Oil, No. 1, bbls., N. Y.....lb.	—	.06⅛
No. 2, bbls., N. Y.....lb.	—	.05¼
Olive, denatured, bbls., N. Y.....gal.	.58	.60
Foots, bbls., N. Y.....lb.	.04¼	.04¾
Palm.....lb.	.02½	.03¼
Palm Kernel, casks, denatured.....lb.	.04½	Nom.
Peanut, domestic tanks.....lb.	.03⅜	Nom.
Red Oil, distilled, bbls.....lb.	.06	.06⅝
Saponified, bbls.....lb.	.06	.06⅝
Tanks.....lb.	—	.05
Soya Bean, domestic tanks, N. Y...lb.	—	.04
Stearic Acid		
Double pressed.....lb.	.08	.08½
Triple pressed, bgs.....lb.	.10¾	.11¼
Stearine, oleo, bbls.....lb.	.04	.04¼
Tallow, special, f. o. b. plant.....lb.	.02¼	.02⅜
City, ex. loose, f. o. b. plant.....lb.	.02½	.02⅝
Tallow, oils, acidless, tanks, N. Y...lb.	—	.05½
Bbls., c/1, N. Y.....lb.	—	.06
Whale, crude.....lb.	.03½	.04
refined.....lb.	.05¾	.06

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Coconut Oil
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Palm Kernel Oil
Stearic Acid
Oleo Stearine
Soya Bean Oil
Palm Kernel Oil (English or German Denatured)

Rapeseed Oil (Undenatured)
Castor Oil
Sesame Oil
Lard Oil
Palm Oil
Corn Oil
Peanut Oil
Grease (Animal)

Tallow
Red Oil
Soap Colors
Chlorophyll
Soda Ash
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As of April 8, 1933

Essential Oils

Almond, Bitter, U. S. P.	lb.	$2.25	$2.50
Bitter, F. F. P. A.	lb.	2.50	2.75
Sweet, cans	lb.	.45	.47
Apricot, Kernel, cans	lb.	.20	.22
Anise, cans	lb.	—	—
U. S. P. cans	lb.	.30	.35
Bay, tins		1.30	1.70
Bergamot, coppers	lb.	1.35	1.65
Artificial	lb.	1.10	1.25
Birch Tar, rect., bot.	lb.	.45	.50
Crude, tins	lb.	.12	.13
Bois de Rose, Brazilian	lb.	.90	1.00
Cayenne	lb.	1.90	2.10
Cade, cans	lb.	.24	.27
Cajuput, native, tins	lb.	.48	.50
Calamus, bot.	lb.	2.75	3.00
Camphor, Sassy, drums	lb.	.12	.13
White, drums	lb.	.12	.13
Cananga, native, tins	lb.	1.50	1.70
Rectified, tins	lb.	2.00	2.25
Caraway Seed	lb.	1.40	1.45
Cassia, Redistilled, U. S. P.	lb.	.80	.85
drums	lb.	—	.75
Cedar Leaf, tins	lb.	.56	.60
Cedar Wood, light, drums	lb.	.24	.27
Citronella, Java, drums	lb.	.46	.48
Citronella, Ceylon, drums	lb.	.33	.37
Cloves, U. S. P., cans	lb.	.70	.80
Eucalyptus, Austl., U. S. P., cans	lb.	.21	.23
Fennel, U. S. P., tins	lb.	.95	1.00
Geranium, African, cans	lb.	4.00	5.25
Bourbon, tins	lb.	4.25	4.75
Hemlock, tins	lb.	.65	.75
Lavender, U. S. P., tins	lb.	1.30	3.50
Spike, Spanish, cans	lb.	.48	.50
Lemon, Ital., U. S. P.		.90	1.20
Lemongrass, native cans	lb.	.40	.50
Linaloe, Mex., cases	lb.	1.15	1.45
Neroli, Artificial	lb.	10.00	20.00
Nutmeg, U. S. P., tins	lb.	.80	.90
Orange, Sweet, W. Ind., tins	lb.	1.10	1.15
Italian cop.	lb.	1.00	1.50
Distilled	lb.	.40	.45
Origanum, cans, tech.	lb.	.25	.40
Patchouli	lb.	2.90	3.50
Pennyroyal, dom.	lb.	1.70	1.80
Imported	lb.	1.20	1.30
Peppermint, nat., cases	lb.	1.70	1.80
Redis., U. S. P., cases	lb.	1.95	2.05
Petit Grain, S. A. tins	lb.	.88	.95
Pine Needle, Siberian	lb.	.58	.63
Rose, Natural	oz.	6.00	15.00
Artificial	oz.	2.00	2.75
Rosemary, U. S. P., tins	lb.	.27	.30
Tech., lb. tins	lb.	.22	.25
Sandalwood, E. Ind., U. S. P.	lb.	5.00	5.75
Sassafras, U. S. P.	lb.	.60	.90
Artificial	lb.	.17	.19
Spearmint, U. S. P.	lb.	.95	1.00
Thyme, red, U. S. P.	lb.	.50	.65
White, U. S. P.	lb.	.60	.70
Vetivert, Bourbon	lb.	4.25	4.50
Java	lb.	16.00	20.00
Ylang Ylang, Bourbon	lb.	3.50	5.50

Aromatic Chemicals

Acetophenone, C. P.	lb.	$1.50	$2.25
Amyl Cinnamic Aldehyde	lb.	3.50	4.25
Anethol	lb.	.90	1.00
Benzaldehyde, tech.	lb.	.60	.65
U. S. P.	lb.	1.10	1.35
Benzyl, Acetate	lb.	.60	.95
Alcohol	lb.	.70	1.15
Citral	lb.	1.75	2.40
Citronellal	lb.	1.75	2.50
Citronellol	lb.	2.25	3.50
Citronellyl Acetate	lb.	4.50	7.00
Coumarin	lb.	3.10	3.30
Cymene, drums	gal.	.90	1.25
Diphenyl oxide	lb.	1.05	1.20
Eucalyptol, U. S. P.	lb.	.55	.65
Eugenol, U. S. P.	lb.	2.00	2.50
Geraniol, Domestic	lb.	1.25	2.00
Imported	lb.	2.00	3.25
Geranyl Acetate	lb.	2.50	4.00
Heliotropin, dom.	lb.	2.00	2.50
Imported	lb.	2.50	4.00
Hydroxycitronellal	lb.	3.50	9.00
Indol, C. P.	oz.	2.00	3.00
Ionone	lb.	3.60	6.50
Iso-Eugenol	lb.	3.00	5.00
Linalool	lb.	1.65	2.00
Linalyl Acetate	lb.	2.10	3.15
Menthol	lb.	3.00	3.10
Methyl Acetophenone	lb.	2.50	3.00
Anthranilate	lb.	2.10	2.25
Paracresol	lb.	4.50	6.00
Salicylate, U. S. P.	lb.	.40	.45
Musk Ambrette	lb.	6.00	7.00
Ketone	lb.	5.50	6.50
Moskene	lb.	5.00	6.00
Xylene	lb.	2.00	2.50
Phenylacetaldehyde	lb.	4.00	6.50
Phenylacetic Acid, 1 lb., bot.	lb.	3.00	4.00
Phenylethyl Alcohol, 1 lb. bot.	lb.	4.25	4.50
Rhodinol	lb.	6.00	9.50
Safrol	lb.	.20	.23
Terpineol, C. P., 1,000 lb. drs.	lb.	.27	.29
Cans	lb.	.31	.32
Terpinyl Acetate, 25 lb. cans	lb.	.75	.90
Thymol, U. S. P.	lb.	1.20	1.35
Vanillin, U. S. P.	lb.	4.50	5.75
Yara Yara	lb.	1.30	2.00
Insect powder, bbls.	lb.	.17	.21
Concentrated Extract			
5 to 1	gal.	1.30	1.60
15 to 1	gal.	3.35	3.75
20 to 1	gal.	5.20	5.40
30 to 1	gal.	7.25	7.50
Gums—			
Arabic, Amb. Sts.	lb.	.06	.06½
White, powdered	lb.	.08½	.12
Karaya, powdered No. 1	lb.	.09	.12
Tragacanth, Aleppo, No. 1	lb.	.65	.70
Sorts	lb.	.07	.08
Waxes—			
Bayberry, bgs.	lb.	.14	.15
Bees, white	lb.	.30	.33
African, bgs.	lb.	.14	.14½
Refined, yel.	lb.	.20	.30
Candelilla, bgs.	lb.	.09	.10
Carnauba, No. 1	lb.	.21	.22
No. 2, Yel.	lb.	.20	.21
No. 3, Chalky	lb.	.11½	12½
Japan, cases	lb.	.06	.06½
Paraffin, ref. 125-130	lb.	.03⅜	.04⅛

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One fills and seals an 8-oz. package of "Par" at the rate of sixty cartons per minute. The other fills and seals a 2-lb., 8-oz. carton at the surprising rate of fifty-four packages per minute!

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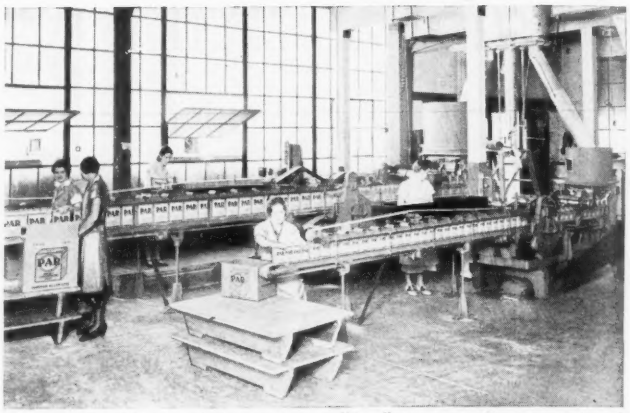

The S. & S. Fillers used for packaging "Par" are one of many styles of Stokes & Smith Fillers carefully engineered for many different purposes and time-tried in many different plants with hundreds of different materials.

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Squier Heads Oil Trades Assn.

Albert J. Squier, Diamond Products Co., was elected president of the Oil Trades Association of New York at the annual meeting held March 28 at the Waldorf-Astoria, New York. The meeting, attended by 200 members, was preceded by a dinner. Other officers chosen include: vice-president, J. Walter Saybolt, Standard Oil Company of New Jersey; secretary, Joseph C. Smith, Smith-Weihman Company; treasurer, George Surad, Chelsea Oil and Supply Company. The officers are also directors. Other directors elected were:—Charles V. Bacon; John W. Baker, Philippine Refining Company; William H. Correa, Standard Oil Company of New York; W. Miner Osborn, Zimmerman, Alderson, Carr Company; John F. Renick, Renick & Mahoney; Lawrence A. Ryan, Fiske Brothers Refining Company; Rudolph G. Sonneborne, L. Sonneborne Sons; and Edwin Stern, Louis Stern's Sons, Inc.

—o—

Germany Plans Fat Monopoly

Rigid control of the oil and fat markets is involved in recent edicts of the Hitler government. Preliminary unverified reports state that soap and candle manufacturers have been forbidden to use imported materials. A heavy tax has been placed on margarin to limit its use and expand consumption of domestic dairy fats. Another step has been the arbitrary limitation of the output of the margarin industry. A further development which may have a substantial influence on the price of coconut oil in international markets is the imposition of a tax which amounts to an embargo on imports of copra cake. This may turn out to be one of the jokers in what at present seems to be a jumbled and mutually contradictory program, for it is difficult to see how the output of butter fat can be increased in the face of this restriction placed on the chief item in the butter fat-producing diet.

—o—

British Soaper Declares Record Dividend

Profits of John Knight, Ltd., the British soap manufacturing concern, whose business is controlled by Lever Brothers, Ltd., amounted to £272,590 for the past year, as compared with £258,522 for the previous year. The credit balance brought in was £111,858. Final dividend on the ordinary shares is 25 per cent, making 45 per cent for the year, as against 30 per cent for 1931. The balance forward is raised to £124,448. Issued share capital is £800,000. Assets are valued at £1,389,217. Cash and marketable investments together amount to £609,369. These results are a record in the history of the company.

—o—

Frank E. Layman, sales manager of Sherka Chemical Co., New York, representatives in the United States for Schering-Kahlbaum A.G., manufacturers of terpineol, synthetic menthol, etc., sailed for Germany on the *New York*, March 22nd. He will confer with his principals in Berlin and will return to the United States the latter part of May.

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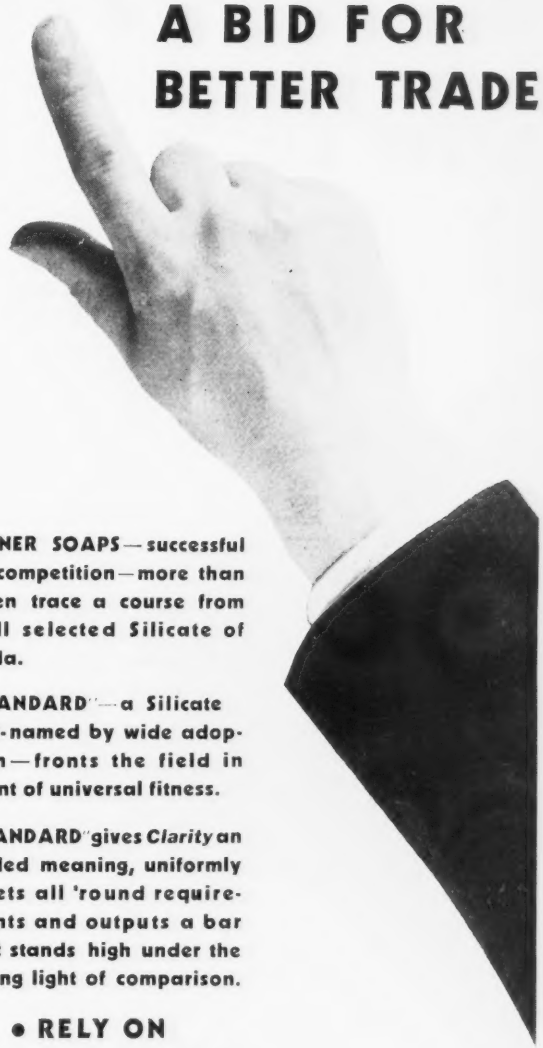

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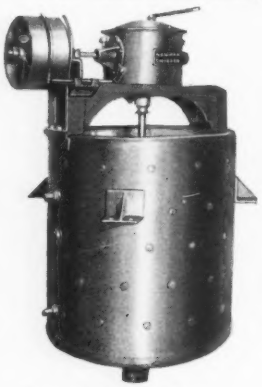

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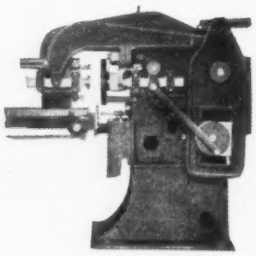

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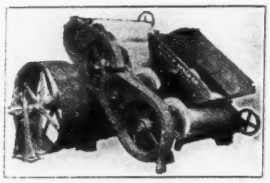

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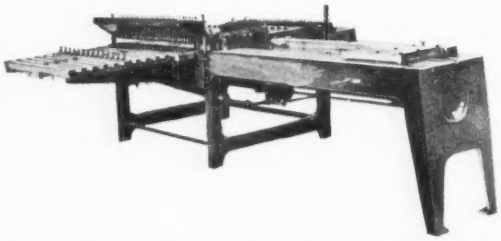

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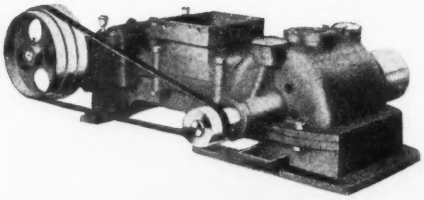

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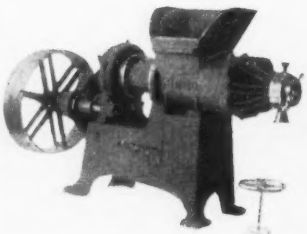

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PRODUCTION SECTION
A section of SOAP devoted to the technology of oils, fats, and soaps, published prior to Jan. 1, 1932, as a separate magazine under the title, *Oil & Fat Industries*.

Auxiliary Solvents for Dry Cleaning Soaps

THE value of a dry cleaning soap depends not only on the soap base but also on the effectiveness of the solvent used. Much research work has been done on the soap base. One of the latest developments is a soap which has been completely saponified, which contains an appreciable proportion of water, and which is held best suited for making dry cleaning soaps. It was found, however, that in order for such soaps to be completely soluble in ordinary dry cleaning solvents, the addition of an auxiliary solvent was necessary. The one most commonly used for this purpose was methylcyclohexanol (methylhexalin). A study of this problem has revealed that a great many substances can be used as auxiliary solvents. According to C. L. Bird in his article in *Journal of the Society of Dyers and Colorists*, 1932, pages 256 to 260, sixty of these compounds of various types were examined to ascertain their suitability for this purpose. The results obtained are here summarized and there are also outlined the desirable chemical and physical properties of an auxiliary solvent.

In carrying out his experimental work, to compare the substances examined, Bird dissolved mixtures with potassium oleate in white spirit[1] with the aid of water, and the total amount of water which such solutions were capable of taking up was determined. The method adopted was similar to that described previously[2] the potassium oleate (containing approximately 4% free oleic acid) and the white spirit (b.p. 155°-175° C.) were the same as were used before, whilst the auxiliary substances examined, except in a few cases where the pure compound was obtainable, were either of "technical" or commercial quality. The weight of the mixture was kept at 2g. and the relative proportions of the components were varied. The mixtures were dissolved in 50 c.c. white spirit in a 150 c.c. conical flask, by warming and shaking with a small measured amount of water sufficient to dissolve them. The solutions obtained were cooled and water was then run in from a burette (reading to 1/50th c.c.), shaking after each addition until equilibrium was re-established. The addition of water was continued until inversion or separation, or both, took place. In almost every case a definite end point was obtained.

The results obtained are shown in Table I. The top horizontal columns show the percentage of auxiliary solvent present in 2 g. potassium oleate—auxiliary solvent mixture, and the two right hand vertical columns give the solubility in water and the b.p. (or boiling range) of the various solvents. The letters a.p. indicate that the solvent was miscible with water in all proportions, and where a second figure is given in parentheses, this indicates a preliminary end point as described in the previous paper.[2] The letters n.s. indicate that no separation took place, the mixture inverting gradually, with more than 3 c.c. water, to give a homogeneous and very viscous, white oil-in-water emulsion. In Fig. 1 some of the results are illustrated graphically.

In general, if the amount of auxiliary solvent in the mixture was less than 20%, clear solutions were not obtained. The optimum conditions were obtained with 40%-60% auxiliary solvent, when the solutions remained clear and non-viscous with the greatest amounts of added water. When more than 60% auxiliary solvent was present less water was taken up, and while the solutions remained clear, in almost every case, up to the end point, they became viscous with much smaller amounts of water, or separated into two phases on the addition of a small amount of water; or in some cases,

TABLE I

	% AUXILIARY SOLVENT							Solubility in water	B.P. °C.
	10%	20%	30%	40%	50%	60%	80%		
ALCOHOLS—									
Methyl ...	0·86	0·74	0·50 (0·24)	0·20	0·10	0·00		a.p.	66°
Ethyl ...	0·94	0·88	0·80 (0·36)	0·60	0·34	0·32	0·14	,,	78°
iso-propyl ...	1·00	1·00	0·94	0·84	0·74	0·60	0·22	,,	83°
Propyl ...	1·06	1·08	1·06	1·02		0·76	0·32	,,	97°
iso-Butyl ...	1·08	1·18	1·22	1·18		0·96	0·54	9%	107°
Butyl ...	1·08	1·22	1·28	1·26		1·08	0·64	6·8%	117°
sec-Butyl ...	1·02	1·06	1·06	1·00		0·74	0·42	21·5%	99°
iso-Amyl ...	1·10	1·26	1·32	1·32		1·24	0·80	3%	129°
tert-Amyl ...	1·02	1·02	1·00	0·94		0·70	0·36	20·5%	102°
Benzyl ...	1·02	1·10		1·22		1·22	0·76	3–4%	205°
Cyclohexanol	1·02	1·14	1·24	1·24	1·20	1·06	0·64	5%	160°
Methyl Cyclohexanol ...	1·02	1·12	1·20	1·24	1·20	1·14	0·78	3%	160°-180°
"Cyclonol"	1·02	1·04	1·06	1·12	1·16	1·12	0·86	slight	250°
Terpineol ...		1·06		0·96		0·70	0·40	0·2%	218°
PHENOLS—									
Phenol ...	1·04	1·28	1·50	1·52	1·44 (0·58)	1·22 (0·60)	nil	8%	181°
Mixed Cresols	1·04	1·34	1·76	2·24	2·52	2·70	1·44	2%	190°-202°
β-Naphthol...	1·26	1·40	2·82	n.s.				0·5%	285°
m-Xylenol ...	1·30	1·70		3·8		n.s.	n.s.		211°
GLYCOLS AND GLYCOL ETHERS—									
Ethylene Glycol ...	0·80	0·54	0·14					a.p.	197°
Diethylene Glycol ...	0·92	0·84	0·48					,,	245°
Glycerine ...	0·70	0·42	0·12					,,	290°
"Cellosolve"	1·06	1·00	0·84	0·64		0·30	0·20	,,	135°
"Methyl Cellosolve"	0·94	0·84	0·62	0·28				,,	124·5°
"Butyl Cellosolve"	1·04	1·10	1·08	1·04	0·96	0·80	0·48	5%	171°
"Carbitol" ...	0·96	0·88		0·46	0·12			a.p.	198°
"Butyl Carbitol"	1·12	1·14	1·08	1·00		0·74	0·32	,,	222°
ESTERS—									
Ethyl Lactate ...	1·08	1·14	1·06	0·92		0·54	0·22	a.p.	140°-153°
Butyl Lactate ...	1·14	1·28	1·30	1·26		1·14	0·66	slight	185°-195°
Dibutyl Tartrate ...	1·10	2·08	4·1	8·2				1%	292°-312°

notably with phenol, *m*-xylenol and dibutyl tartrate, clear solutions were not obtained at all, but instead water-in-oil emulsions were formed.

In the interest of solubility, it may be necessary in practice, where the method of mixing the components of the system is entirely different, to exceed the optimum amount of auxiliary solvent, when the percentage of water in the soap is high. This is discussed below.

THE solvents are next considered in detail under the headings of their various chemical groups. As an empirical standard it has been decided that only those solvents which show a maximum end point above 1.1 c.c. in Table I can be considered as satisfactory auxiliary solvents.

Alcohols—The lower members of the alphatic alcohol series have only small water-carrying powers. The butyl and amyl alcohols are satisfactory, but they all possess powerful disagreeable odors and toxic properties. Secondary butyl alcohol and tertiary amyl alcohol are exceptions, having much pleasanter odors, but their water-carrying powers are low. The higher alcohols, e.g. *n*-hexyl alcohol and *sec*-octyl alcohol, have in addition to their odor of fusel oil an unpleasant oily smell. Oleyl alcohol behaves like oleic acid, giving a non-reversible water-in-oil emulsion, and it was thought possible that an addition compound, similar to potassium hydrogen dioleate might be formed. An attempt to prepare such a compound failed, however, although potassium hydrogen dioleate was readily obtained. Cetyl alcohol and lauryl alcohol behaved similarly to oleyl alcohol. The primary alcohols were found to be rather better than the secondary alcohols, and considerably better than the tertiary alcohols.

The cyclic alcohols, cyclohexanol, and methyl cyclohexanol, have comparatively mild odors and they are used successfully in practice. *p*-Methyl cyclohexanol was found to be better than the mixed isomers with a maximum end point of approximately 1.6 c.c., but *o*-methyl cyclohexanol was decidedly inferior with a maximum end point of only 1.03 c.c. "Cyclonol" which has recently been put on the market by the *Deutsche Hydrierwerke A.-G.*, is stated to be a polyheterocyclic alcohol and is almost odorless.

Benzyl alcohol, in addition to its odor, has the disadvantage that it is soluble in white spirit only to the extent of approximately 2 per cent. The terpene alcohols, terpineol and terpinol, have only small water-carrying properties.

The following amyl alcohols were also examined—normal-amyl alcohol, alpha-methyl butyl alcohol, beta-methyl butyl alcohol, and alpha-ethyl propyl alcohol. All of them were satisfactory auxiliary solvents, apart from their smell, and their efficiency increased with increase in the boiling point. This property appears to apply generally, and all the compounds examined which possessed water-carrying power can be included in the following rule. Compounds in the same homologous series, which exhibit the property of water carrying described above, increase in efficiency with increase in boiling point until the hydroxyl group loses its activity, for example oleyl alcohol. This rule also applies to isomeric substances which can be compared with each other, and with substances having a different molecular weight, but similar structural formulæ.

All the phenols have good water-carrying powers, but in practice, except for occasional spotting purposes, they are all excluded by their corrosive action on the skin. Beta-naphthol, which is much milder in this respect, and an excellent auxiliary solvent chemically, is only slightly soluble in white spirit and the same is true of *m*-xylenol. The three cresols were examined separately. *m*- and *p*-Cresols were found to be about equal to one another, and rather better than the mixed cresols, while *o*-cresol was less efficient, but slightly better than phenol.

[1] "White spirit" in this article is the English name for turpentine substitute.

[2] *Journal of Society of Dyers and Colorists*, 1931, 25A; 1932, 30.

Glycols and Glycol Ethers—The glycols decrease the water-carrying power of potassium oleate, but their presence gives clearer solutions. The butyl ethers are fairly satisfactory, but the methyl and ethyl ethers are of little value as auxiliary solvents. "Methyl Cellosolve," "Cellosolve," and "Butyl Cellosolve" are the mono-methyl, ethyl, and *n*-butyl ethers of ethylene glycol; and "Carbitol" and "Butyl Carbitol" are the mono-ethyl and *n*-butyl ethers of di-ethylene glycol.

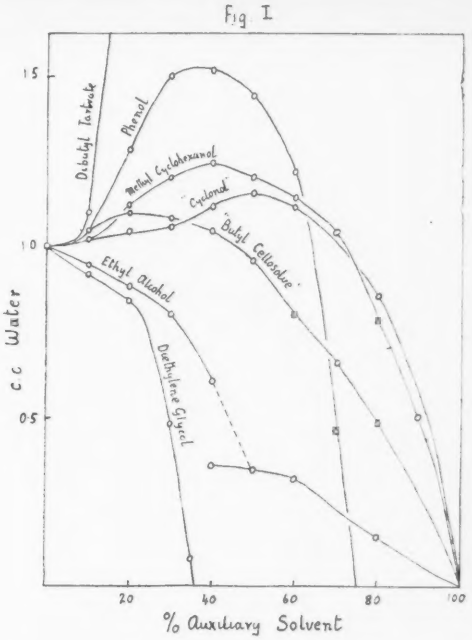
Esters—Only those esters which contain a hydroxyl group have water-carrying powers, and the most effective of those examined had powerful odors associated with low volatility. Dibutyl tartrate is an extraordinarily efficient auxiliary solvent, owing to the remarkable fact that although it contains two hydroxyl groups it is only slightly soluble in water.

Chlorine substituted hydroxy-compounds appear to behave similarly to the unsubstituted compounds, in some cases the results obtained being rather better and in other cases worse. The following were examined—*o*- and *p*-chlorophenol, ethylene chlorohydrin, and dichlorohydrin.

The following substances were examined and found to have little or no water-carrying powers—trichloroethylene, tetrachloroethylene, tetrahydronaphthalene, pine oil, "phellandrene," aniline, dichloroethylether, acetone, acetophenone, methyl cyclohexanone, ethyl acetate, amyl acetate, benzoic acid, phenyl-acetic acid, resorcinol, triphenyl carbinol, chlorobutol.

Preparation of Soaps—In order to determine what proportion of auxiliary solvent is necessary in practice, a number of soap mixtures were prepared and examined for miscibility, and solubility in white spirit. An aqueous solution of caustic potash of known strength was prepared, and measured amounts of it were added to definite weights of "pale frozen" oleic acid and auxiliary solvent, to give a mixture containing 10 parts of neutral potassium oleate, 5.3 parts of water, and varying amounts of auxiliary solvent. The auxiliary solvents chosen were methyl cyclohexanol, "Butyl Cellosolve," "Cyclonol," tertiary amyl alcohol, and dibutyl tartrate. The mixtures after standing for several days, including 24 hours at 40° C., were examined. In the case of methyl cyclohexanol and "Cyclonol," small amounts produced cloudy oil-in-water emulsions; with more auxiliary solvent the mixture separated into two phases, and finally, when sufficient was added, a clear homogeneous liquid was obtained. With "Butyl Cellosolve" and tertiary amyl alcohol, which are more soluble in water, less auxiliary solvent was needed to give a clear homogeneous liquid, but the "Butyl Cellosolve" mixtures, when dissolved in white spirit (1% solution) showed some separation of soap on standing, and the tertiary amyl alcohol mixtures considerable separation. "Butyl Cellosolve," therefore, is scarcely suitable for soap mixtures containing such a high percentage of water, and tertiary amyl alcohol is definitely unsuitable. Dibutyl tartrate gave clear homogeneous

Fig. I



liquid mixtures when the amount present was relatively small, and there was no separation of soap from solution in white spirit. When too much was added some of the water was emulsified instead of being dissolved.

The following amounts of the various auxiliary solvents were required to give clear homogeneous liquid mixtures with 10 parts of potassium oleate and 5.3 parts of water, showing only slight separation on standing for 24 hours when 1 g. and 0.1 g. of the mixture was dissolved in 100 c.c. white spirit—methyl cyclohexanol 12 parts, "Butyl Cellosolve" 14 parts, "Cyclonol" 16 parts, dibutyl tartrate 6 parts. When less water is present, less auxiliary solvent is required, and if the oleic acid is only 85% saponified, the amount of auxiliary solvent required is reduced by about 2 parts in each case, except with dibutyl tartrate.

If oleic acid was used as the auxiliary solvent under the above conditions, the mixtures obtained were too viscous to be stirred properly. By adding to the oleic acid, before saponification, an equal weight of white spirit, liquid mixtures were obtained, and with less white spirit jellies of varying consistency were obtained on cooling. The following mixture gave a clear homogeneous liquid, showing slight separation of soap when 0.1 g. of the mixture was dissolved in 100 c.c. white spirit—Potassium oleate 10 parts, water 5.3 parts, oleic acid 8 parts, white spirit 17 parts.

Pickering has shown that soap solutions are capable of dissolving considerable quantities of paraffin oil, and Woodman has shown that the solvent action is greatly increased by the addition of cresols and methyl cyclohexanol. Some of the mixtures prepared by Woodman are almost identical with those described above.

Summary and Conclusions—A method of comparing

(*Turn to Page* 63)

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Twitchell Reagents

An investigation was made of the properties of the principal constituents isolated from Twitchell reagents. The component (T'_1) of the reagents increases the color of the fatty acids produced in the presence of sulfuric acid and does not improve the hydrolytic power of the water-soluble major components ($T_o + T_n$) which constitute the active factors of the reagents. (T'_1) is therefore regarded as an undesirable impurity. Fraction (T_1) does accelerate hydrolysis but causes darkening, probably because it, like (T'_1), is insoluble in water and very soluble in the fatty acids, to which it mechanically imparts its own dark color. Discoloration in this case does not appear to be due to secondary chemical reactions, such as produce discoloration in the case of (T_o) and (T_n). A study of the discoloration produced by treating fatty acids (obtained by alkaline saponification) with the various components under varying conditions of temperature, etc., indicates that a volatile substance is present in rancid acids, which reduces the darkening. This substance is eliminated by treating the acids with sulfuric acid or the component (T_n) of the phenol reagent. The hydrolytic activity of (T_o) and (T_n) increases with their concentration, but not proportionally, so that the theory of Loeffl and Kuriyama, that activity is to be assigned entirely to undissociated reagent, cannot be accepted. It is preferable to accelerate the hydrolysis by the addition of sulfuric acid rather than by excess of reagent. K. Nishizawa, M. Okuyama and T. Inoue. *Chemische Umschau*, 1932, volume 39, pages 196 to 202.

—o—

Air-Bleaching Palm Oil

Air-bleaching of palm oil is not a simple process, because the oxidizing action of the air has to be taken into consideration as well as its decolorizing action. Over-bleaching gives a fat which tends to produce dark-colored soaps. If the treatment of the oil with air at an elevated temperature is continued long after the point at which the color disappears, oxidation of unsaturated fatty acids results in a darkening of the oil. There appears to be an inherent danger in several phases of the air-bleaching process.

Many samples of the bleached oil have been found to contain peroxides and to give a positive Kreis reaction, although other samples of reputed air-bleached oil have been found free from these objections. A Lagos oil was air-bleached at a temperature of 110 to 115 degrees C and samples were taken every hour during ten hours. The following observations were made. The normal red color of the oil disappeared after an hour's treatment, giving place to greenish-yellow, which in turn gradually disappeared. The bleaching cannot be carried out for an indefinite time. After about 230 minutes' treatment, a definite darkening set in. The content of peroxide increased from the beginning to the 230 minute period. The Kreis reaction became positive after 90 minutes, and increased up to the point of maximum peroxide content.

Spectroscopic examination showed that most of the true color originally present in the palm oil disappeared during the first hour. It was noticed that the pleasant violet-like odor of sweet palm oil was converted by over-bleaching into a sharp paprika-like odor, which was sufficiently strong to neutralize the effect of added perfumes in the soap at a later stage. The practical significance of the experiments lies in the fact that air-bleaching of palm oil is a process of comparative short duration. The duration of the process must be carefully regulated. Further experiments showed that the subsequent treatment of the air-bleached oil with sodium hydroxide liquor very considerably reduced the active oxygen number and the Kreis reaction. The color was, however, dark at a temperature of 100 degrees C. When the temperature was reduced the color was better but the compounds responsible for the positive oxygen test were not removed completely.

Other experiments showed that this darkening with caustic soda was due to the presence in the oil of the compounds responsible for the positive Kreis and peroxide tests. It is important to avoid oxidation of the fat as far as possible during the air-bleaching process and to refine afterwards with caustic soda at a temperature not exceeding 90 degrees C. It has been noted that while an unbleached palm oil is smooth and homogeneous, the same material becomes gritty and separates on standing, a fluid oil rising to the top. This appears to be a result of the bleaching operation. There appears to be a disturbance of the mixed triglycerides originally present in the oil. As the bleaching process does not lower the titer of the fatty acids, the softening noticed is not due to any breakdown of the fatty acid molecules. E. J. Better. *Allgemeine Oel und Fett Zeitung*, 1932, pages 486ff.

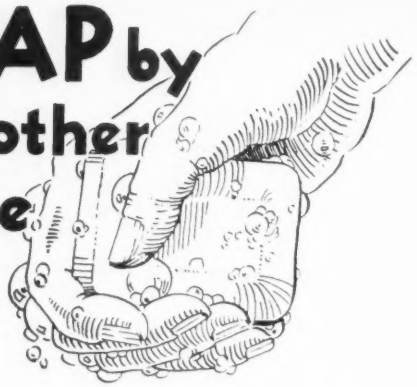
—o—

Sodium Metasilicate

Sodium metasilicate has been the subject-matter of considerable technical publicity within recent times. Its eventual importance as a detergent and soap builder may justify the attention given to it. Thus a mass of information has been built up, particularly as regards the physical-chemistry of this detergent as well as of detergents in general. A review of technical knowledge on this subject has recently appeared in the French chemical journal, *La Revue des Produits Chimiques*, written by F. Delaroziere and published on pages 385 to 396 and 417 to 422. The principal utility of this review lies in the fact that in it may be found the latest technical information on the subject in abstracted form.

The author first considers the characteristic properties of any detergent under the captions, softening power, emulsifying power, deflocculating power, solvent action and protection against the redeposition of pigments. In each instance he uses as an example, sodium metasilicate. Practically all of this information has appeared before. A new section is concerned with a description of the Toussaint photocolorimeter for testing the whiteness of a fabric produced by the action of detergents, soaps and bleaching preparations.

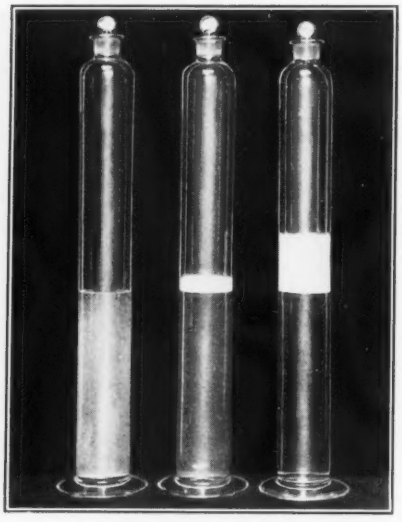
SOAP by any other name



...still means lather, foam, suds..

"SUDS AND MORE SUDS to the average consumer. To her or to him, the first evidence that the soap is working is suds. So, an important measurement of your soap is its ability to produce thick stable suds.

Many investigations have proved that silicate of soda increases the lathering power of soap. Try the experiment illustrated yourself.



In each tube, add .055 gr. sodium oleate to 1000cc. of distilled water. To one add .015 gr. sodium carbonate (equivalent to .008 gr. Na_2O) and to another .08 gr. "N" Brand Silicate (equivalent to .007 gr. Na_2O). Shake them all for an equal length of time. "N" Brand was the silicate used in the right hand tube in our experiment.

We welcome discussion about this property of P. Q. Silicate or any other in relation to soap manufacture.

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ON PRODUCTS AND PROCESSES

Soaps containing fat solvents are claimed to be less suitable for the degumming of silk than ordinary textile soaps. The degumming action of a soap solution is proven experimentally to be due entirely to the alkali formed by hydrolysis. Synthetic detergents, such as sulfonated compounds, have no degumming action on silk, because they do not hydrolyze to furnish alkali. They have been found to reduce the effectiveness of the degumming bath to which they are added, because they retard hydrolysis. J. Stockhausen. *Seide*, 1932, 387.

—o—

Transparent soft soap is obtained by the saponification of stock with a larger quantity of potassium hydroxide, containing sodium hydroxide, namely up to a maximum of 40 per cent, than is usually employed for this purpose. The saponification is carried out under pressure at temperatures in excess of 100 degrees C up to a maximum of 160 degrees C. If sodium hydroxide lye is used alone for the saponification, a soft soap is obtained but not one which is transparent. British Patent No. 378,914.

—o—

Solid, stable washing compositions, containing dry soap and per-salts, are made by pressing together anhydrous soap or soap containing only very little water with a pulverized per-salt, such as sodium perborate. The latter may also be mixed with soda or sodium phosphate, and from five to fifteen per cent of oil of turpentine may be added. Other solvents, like the chlorinated hydrocarbons may also be used. French Patent No. 722,359.

—o—

The literature on the viscosity of soap is reviewed. This refers to reports of experimental research on various methods of measuring the viscosity of pure soaps, including soap gels, soap sols and soap organic sols. A large number of articles are referred to. Dr. Th. Ruemele. *Die Seifen, Oel und Fettindustrie*, 1933, pages 17 to 19.

—o—

Special soaps made from hydroxychloro-fatty acids were studied. The soaps are obtained by saponifying these fatty acids or hydroxy-chlorinated fats and oils with only 80 per cent of the theoretical quantity of alkali. The soaps possess exceptionally high solvent and emulsifying powers. The characteristic properties of these soaps are due to the presence of free hydroxyl groups, to the structure of the molecule and to its electro-colloidal nature. It consists of a hydrate formed by the association of two or more molecules of free poly-acids (complex formed by association through the carboxyl groups and having at least one free carboxyl) and two or more molecules of sodium salt. It cannot have a lactonic constitution, or other cyclic grouping in which the atomic valencies are directly involved, as these give anhydrous, water-insoluble products. A. Beyer. *Tiba*, volume 10, pages 831 to 837 and 915 to 921.

—o—

Reaction between alkali and carboxylic and hydroxyl groups in perfumes may be the cause of rancidity when an unsuitable soap base is used. Surface oxidation, with neutralization and polymerization, can occur in aldehydes. They are also oxidation catalysts and this refers especially to aromatic aldehydes and aromatic ketones. Oxidation of fats or fatty acids liberated by atmospheric oxidation results in rancidity. Where the carboxyl group is situated in the side-chain terpenes, aromatic alcohols and aromatic acids are inactive or antioxidants, as are also esters of different homologues. E. J. Better. *Chemiker Zeitung*, volume 56, pages 549ff.

—o—

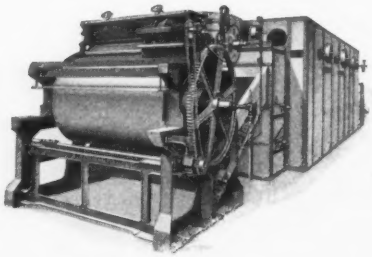
Soap is made by saponification under pressure of eight atmospheres in a vessel, fitted with an inclined bottom and agitating gear. The soap is separated from the waste lye in another vessel. It is then heated under pressure before being sprayed into a specially designed two-stage, air-drying chamber. K. Loeffl. British Patent No. 376,287, filed March 27, 1931.

—o—

Toilet soaps are made with the addition of a mixture of at least two waxes. The main constituent of the waxes is the ester of a high molecular weight alcohol with an acid of like number of carbon atoms. Thus wool fat and spermacetti oil are used for this purpose. French Patent No. 723,119.

—o—

Viscosity of oils is determined by means of strips of specially thick filter paper, 20 by 1 cm., which are immersed to a depth of one centimeter in the oil in a test-tube in the dark. The air in the tube is first displaced by carbon dioxide. The height to which the oil rises in the strips of filter paper gives a measure of the viscosity. Adulteration of olive oil can be detected in this manner. A. C. Galletti. *L'Industria Chimica*, 1932, volume 7, pages 874 to 876.



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Solvents for Dry Cleaning Soaps

(*From Page 57*)

the water-carrying power of different auxiliary solvents has been described, when the solvent is dissolved in white spirit in the presence of potassium oleate and water. In the absence of soap, water is not dissolved. The results given in Table I are comparative values only, and give no indication as to the amount of water which can be incorporated in a dry-cleaning soap in practice.

Some mixtures of potassium oleate and water with various auxiliary solvents have been prepared and described, and approximate figures are given for the amounts of these auxiliary solvents which it is necessary to incorporate, when the potassium oleate water ratio is 10:5.3.

The following conclusions have been reached with regard to the desirable chemical and physical properties of an auxiliary solvent (excluding oleic acid). The solvent must contain a hydroxyl group, and be a solvent, or potential solvent, for potassium oleate, e.g. the phenols are quite good solvents for potassium oleate when in the liquid state. In addition, the solvent should be oil-soluble and only slightly soluble in water. The practical considerations are rather more numerous. The solvent should be cheap and completely miscible with the cleaning spirit employed. It should not possess a powerful odor associated with a high boiling point, since this may result in the garments retaining the odor when dry. It should be non-toxic, especially as the workers may inhale the vapors to some extent in the drying process and it should have no irritant action on the skin. It should be colorless, stable, and not dangerously inflammable, and it should have no solvent action either on cellulose acetate or on dyes. If it is less volatile than the cleaning spirit employed, it should not boil within the distillation range of that spirit, or it will tend to accumulate in the redistilled spirit.

On the basis of the results described in this and the two previous papers[2], the following suggestions are advanced to account for the solubility of potassium oleate dry-cleaning soaps in white spirit. Neutral anhydrous potassium oleate is insoluble in white spirit, but in the presence of approximately 25% of its weight of water, it tends to dissolve partially, to give a colloidal solution. It dissolves in oleic acid and in the hydroxy-compounds described above when anhydrous, but the dilution ratio (*cf.* Durran's "Solvents," 1931, p. 6) is greatly increased in the case of the hydrated soap. Such solutions can be diluted with white spirit which may be considered as a non-solvent. Whether or not separation of soap will occur on dilution, depends on the degree of dilution, and on the nature and the amount of the soap solvent (auxiliary solvent) present. When the soap solvent has a low dilution ratio, for example ethyl alcohol, separation will occur with a small amount of diluent; when it has a high dilution ratio, for example dibutyl tartrate, separation will not occur until a much greater dilution has been reached. It is interesting to note that dibutyl tartrate has a high dilution ratio when used as a solvent for cellulose nitrate.

Oleic acid is the only important member of a separate group of auxiliary solvents, consisting of the higher fatty acids, which differ from the hydroxylated auxiliary solvents in that they combine with potassium oleate sufficiently strongly to prevent inversion, under the conditions described above. Apart from this property oleic acid behaves as a typical good auxiliary solvent.

—o—

Deodorizing Fats in Vapor Form

Consumption of steam is reduced considerably in a new process of deodorizing fats and oils wherein the steam and oil or fat in the form of a fine mist are passed in countercurrent flow through the deodorizing apparatus. The steam or other gases, effecting deodorization, are maintained at constant pressure by means of regulating devices, and are removed from the apparatus by suction as it becomes saturated with the impurities in the fats and oils which are responsible for their bad odor and taste. In contradistinction with the usual deodorizing processes, the steam in the new process is sucked out of the deodorizing apparatus directly, but is kept in a slowly rising, misty state by the regulating apparatus. This gives the steam time to exert an intensive action. The substances, causing the odor of the oil, are quickly dissolved and removed due to the fine subdivision of the particles of fat or oil and the intimate mixture thereof with the steam. Regulation of the outflow of steam from the apparatus avoids particles of oil being carried along. It is claimed that this process requires only one-third of the steam, usually employed, to obtain the same results. Phillip L. Fauth, Wiesbaden-Dotzheim, Germany. German Patent No. 532,428, filed February 15, 1927.

—o—

A detergent comprises over 50 per cent of a hydrocarbon chloride, such as trichloroethylene, mixed with a sulfonated vegetable oil, soap, water and a small proportion of alkali metal carbonate.—Albert C. Glover, United States Patent No. 1,873,383.

—o—

The addition of diethyleneglycol to soap improves its properties materially. About five per cent of the chemical on the weight of the soap is used. Diethyleneglycol acts as a solvent and also as a super-fatting agent. French Patent No. 723,704.

—o—

Fatty substances are extracted from stabilized emulsions by treatment with solid substances, then with a solvent such as ethylene trichloride. The solvent and the waste materials, for example, are mixed together and then centrifuged to separate all the water from the solids in the solution, and then the solution is filtered. Jean Ronjieres. French Patent No. 730,115, filed January 8, 1932.

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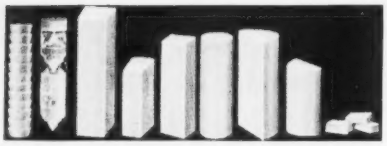

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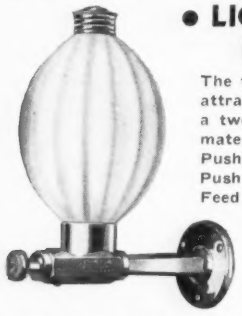

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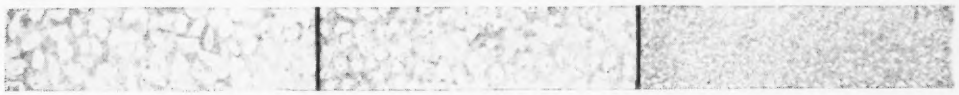

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Today, an intelligent process of selection of pyrethrum flowers should start in Japan. Our exclusive laboratory selects only the highest quality pyrethrum flowers of the crop. All others are rejected. So far as possible we select only flowers with a pyrethrin content of .90% or better. As the season advances, it becomes more difficult to get flowers with a pyrethrin content of .90% because of the natural loss in active principle during storage. At this season of the year, for instance, some flowers offered will frequently contain less

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With Paratints makers of paradichlorobenzene blocks, bath salts and moth balls can color and perfume in one operation. Six colors, from cerise to violet, are matched with delicate floral scents.

You'll have no trouble in standardizing color, for Paratints penetrate the crystals uniformly. Paratints contain popular perfuming oils which are most effective in covering the odor of paradichlorobenzene.

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Series "A" ..... $2.00 a pound

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Baird's

Certified Coal-Tar Disinfectants

are known and used throughout the world because of their quality, dependability and efficiency. They are supplied only in concentrated form, dilute readily with water to form rich, milky emulsions, which do not separate on standing, and have a good clean odor of tar. Each batch is tested for germicidal strength.

Cresol Comp. U. S. P.

also known as Liquor Cresolis Compositus, U. S. P., is made in exact accordance with the specifications of the U. S. Pharmacopoeia. Phenol coefficient 2½ to 3. Dilutes with water to form clear, amber-colored solutions. Largely used by the medical profession, hospitals and veterinarians.

Crestall Fluid

is similar in composition, appearance and odor to Cresol Compound, U. S. P., but prepared from refined cresylic acid as a base. Approximately twice as strong as the U. S. P. product, and very effective in preventing the spread of animal diseases. Approved by U. S. Bureau of Animal Industry.

Mosquito Larvaecide

A coal-tar product employed for killing mosquito larvae. Effective in dilutions of 20,000 to 40,000 to one. Superior to petroleum oil, as it is not affected by rainfall or wind and does not involve fire hazard.

Pes-Tox Insecticide

of the pyrethrum type, pleasantly scented. Quickly kills practically every type of crawling, flying and hopping insect. Light lemon color. Especially effective when used in the form of a spray.

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A fragrant pine product, made from pure steam-distilled pine oil according to the formula of the Hygienic Laboratory of the U. S. Public Health Service. Mixes freely with water to form good white emulsions with pleasant pine odor. Free from mineral oil or other adulteration.

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Ask your supplier about Yarmor liquid hand soaps.

Steam-distilled Pine Oil
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Wood Rosin
Alpha Terpineol
Commercial Abietic Acid
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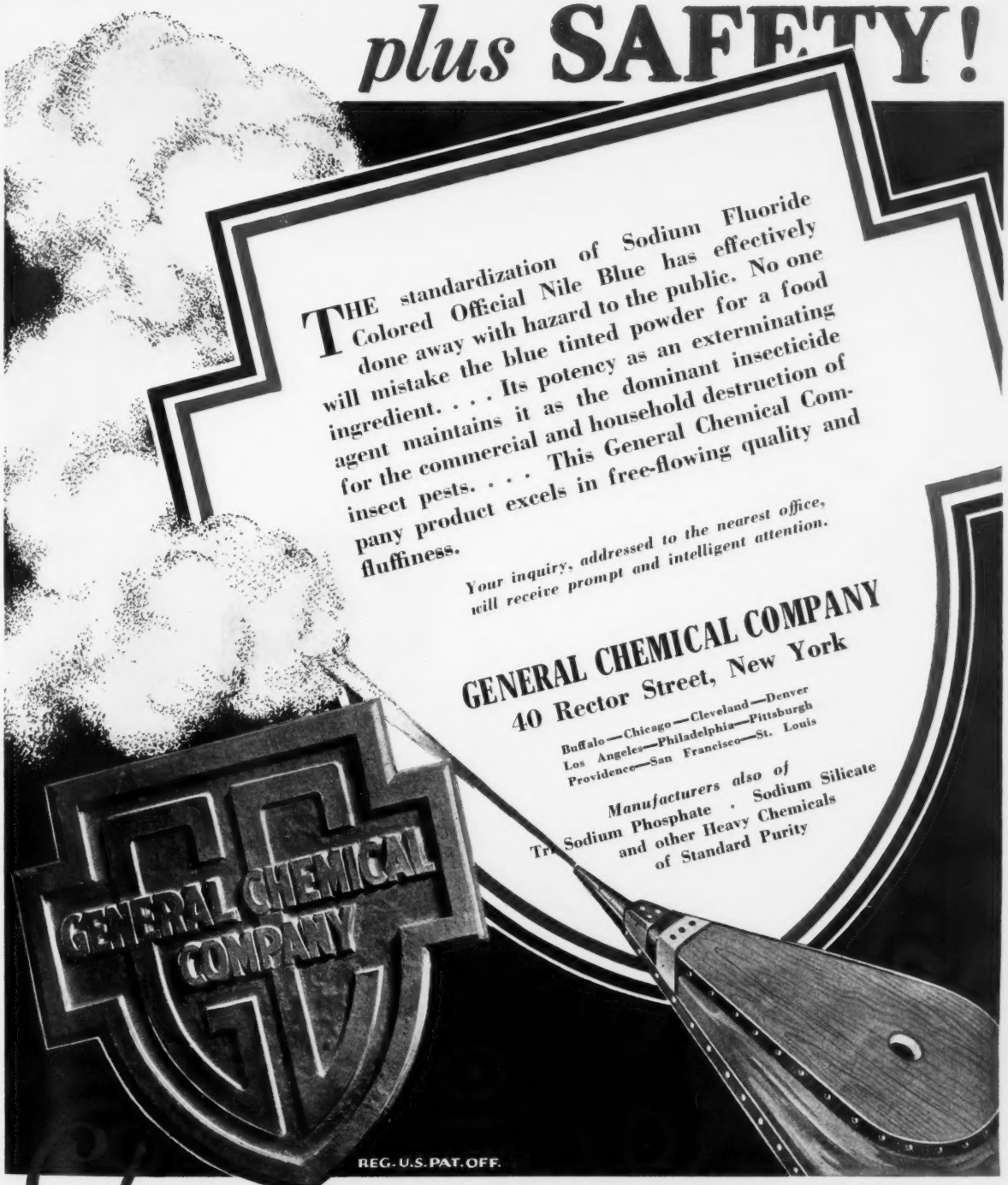
Effective Extermination *plus* SAFETY!



THE standardization of Sodium Fluoride Colored Official Nile Blue has effectively done away with hazard to the public. No one will mistake the blue tinted powder for a food ingredient. . . . Its potency as an exterminating agent maintains it as the dominant insecticide for the commercial and household destruction of insect pests. . . . This General Chemical Company product excels in free-flowing quality and fluffiness.

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Colored **OFFICIAL NILE BLUE**
SODIUM FLUORIDE

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Do *you* want a *Partner?*

If your present sales and profits are entirely satisfactory to you, then this offer may not be of interest.

On the other hand, if you can stand more business NOW, here is a suggestion that actually works and has proven itself again and again.

Just add a few suitable long profit products to your line that you can sell to your present customers *without going to the bother and expense of investing in machinery, stocks of raw materials, labels,* etc.

We will take care of all that for you,—and supply you with high grade finished products at prices so low that it would scarcely pay you to make them up yourself.

In addition, we have attractive imprint labels ready for your name and address.

OUR HALF	YOUR HALF
Making up for you high grade finished products at minimum cost.	Selling a few extra profitable items to your present trade and watching your sales jump.

There are some concerns who are actually *making more money today than ever before.* Clifton Products can aid you, too.

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- ☐ Silver Polish Paste
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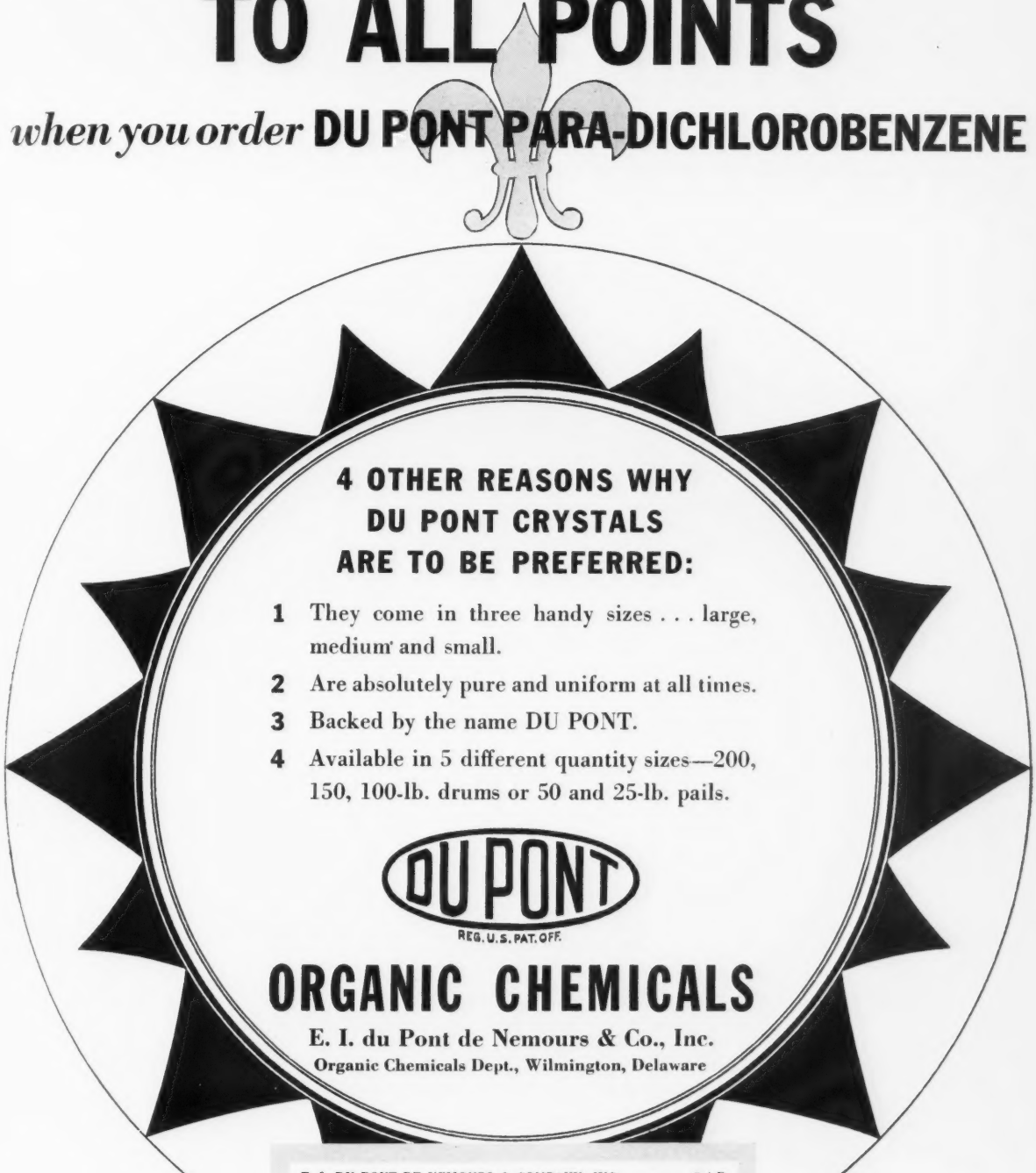

4 OTHER REASONS WHY DU PONT CRYSTALS ARE TO BE PREFERRED:

1. They come in three handy sizes . . . large, medium and small.
2. Are absolutely pure and uniform at all times.
3. Backed by the name DU PONT.
4. Available in 5 different quantity sizes—200, 150, 100-lb. drums or 50 and 25-lb. pails.

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Gentlemen: Please let me have samples and prices of du Pont Para-dichlorobenzene by return mail.

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SEND COUPON FOR SAMPLES AND PRICES

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The New Sprayit Automatic Vaporator Will Boost Your Insecticide Sales

1. Plugs into any light socket—completely automatic—no fuss—no muss.

2. No moving parts to wear or require adjustment. No service problems.

3. Sprayit Automatic Vaporators assure perfect distribution of insecticide and remove the human equation in the application of your product.

4. Sprayit Automatic Vaporators carry a one year unconditional mechanical guarantee assuring you and your customers of complete satisfaction.

5. Low in price, quiet in operation, high in efficiency, Sprayit Vaporators will solve your spraying problems.

Your Customers Are Asking About This New Quiet, Clean, Efficient Method

Never before has any spraying device received the instantaneous acceptance accorded the new type of Sprayit Automatic Vaporators. Insecticide manufacturers, jobbers, exterminators, salesmen and users alike agree that the time for a simple, efficient, economical, quiet, clean, trouble-free, labor saving method such as is afforded by the new Sprayit Automatic Vaporator is long past due.

When your customers apply your product with the Sprayit Automatic Vaporator you know it is automatically done as you desire it done. The human equation represented by the tedious, and oft times grudgingly given effort of the workman is replaced by the unfailing precision of the machine.

Satisfied customers continue to be your customers. Dissatisfied customers, regardless of directions disregarded, soon become some one else's customers.

The trade your salesmen call on know about the Sprayit Automatic Vaporator. They will be asking your salesmen questions. Why not be prepared to convert this interest into sales and add another profit. The Sprayit Automatic Vaporator will help your salesmen keep their old customers and add new ones.

Send For Sample And New Low Prices

Send for new low prices today. You will be surprised how economically we can furnish the Sprayit Automatic Vaporator to insecticide manufacturers in quantity. We are supplying many others and will be glad to work with you.

For automatically servicing larger areas ask for special bulletin on new Motorized Electric Sprayits.

Sprayit Products Inc. South Bend, Ind.

Say you saw it in SOAP!

Perfumes for Insecticides

For insecticides made with pyrethrum and kerosene, we suggest using one to six drams of any of the following oils in one gallon of finished spray.

Orange Blossom No. 96	$4.00 lb.	Rose No. 12	$2.00
Orange Flower No. 11	3.00	Lilac No. 1	3.50
Orange Flower No. 12	2.00	Lilac No. 2	3.00
Cedar No. 11	2.00	Lilac No. 3	2.50
Cedar No. 12	1.00	Lilac No. 4	1.10
Jasmin No. 11	2.50	Lilacine No. 11	1.10
Jasmin No. 12	1.50	Vanilla Bouquet for Spray	3.00
Lavender No. 135	1.00	Bouquet No. 118	1.50
New Mown Hay No. 11	3.75	Bouquet No. 11	3.00
New Mown Hay No. 12	1.50	Bouquet No. 12	2.00
New Mown Hay No. 13	2.00	Spray Odor No. 195	4.80
Oriental	1.50	Spray Odor No. 353	4.50
Narcissus	2.25	Spray Odor No. 457	3.75
Violet No. 11	3.00	Spray Odor No. 276	3.00
Violet No. 12	1.75	Spray Odor No. 259	2.00
Mint No. 11	1.50	Spray Odor No. 11	5.50
Mint No. 12	1.00	Spray Odor No. 12	5.00
Honeysuckle No. 11	3.25	Spray Odor D. No. 5	5.25
Honeysuckle No. 12	3.00	Spray Odor No. 23	4.50
Rose No. 11	2.25	Tuberose	4.25

Perfumes for Deodorizing Blocks

Special solutions to be used from 1 to 2 pounds to 100 pounds of deodorizing crystals. They can be used with *either* paradichlorbenzene or naphthaline, or a combination of the two. *Any of the following colors may be used with any of the odors listed below.*

Colors	*Odors*	
Amber	Bouquet—many bouquets to choose from, state type wanted.	
Blue		
Chypre green	Cedar	Orange
Light green	Hay	Oriental
Rose	Jasmin	Peppermint
Violet	Lilac	Pine
Yellow	Lily	Rose
	Narcissus	Violet

Grade A—any of the above odors with or without color..$2.50 lb.
Grade B—any of the above odors with or without color..$1.75 lb.

van Ameringen-Haebler, Inc.

Aromatic Essentials

315 Fourth Avenue, New York
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438 West 48th St., Los Angeles
42 Wellington Street, E., Toronto

Factory, Elizabeth, N. J.

Specialists in doing
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For over a quarter
century manufacturers of

TESTED and CERTIFIED

DISINFECTANTS

for the wholesale trade

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HOLBROOK, MASS. ST. LOUIS, MO.

MEMBER
NATIONAL ASSN. INSECTICIDE AND DISINFECTANT MFRS. INC. INC. 1914

Say you saw it in SOAP!

INSECTICIDE AND DISINFECTANT SECTION

A Department of SOAP

SOAP is official publication of *The National Assn. of Insecticide and Disinfectant Manufacturers.*

EDITORIAL

IMPREGNATION of fabrics with moth repellants is the only practical means of combatting successfully the ravages of the clothes moth, amounting to $100,000,000 per year, according to H. E. Ritchey of the Textile Foundation. And we might add that the only sure way to prevent fires is to build everything of stone, steel, glass, and other non-combustibles. But until we do, it is not a bad idea to have the fire department hanging around. The same applies to an insecticide when there are moths in the clothes closet.

—o—

According to Department of Commerce figures, imports of pyrethrum flowers into the United States in 1932 were almost three times as great as in 1931. The figure for 1932 is given as something over twelve million pounds as against four-and-a-half million in 1931. There was probably an increase in 1932, but we do not believe that it was as great as this. We are quite certain that the 1931 figures were far wrong on the low side.

—o—

In a recent "Health Bulletin for Teachers," the Metropolitan Life Insurance Company, apparently as part of its educational campaign, discusses disinfection and disinfectants. Strange as it may seem in this day and age, the insurance company recommends mercury bichloride, carbolic acid, cresols, lime, formaldehyde, and alcohol as among the most useful disinfectants. The modern coal-tar and pine disinfectants are not mentioned. Poisonous, corrosive, and dangerous are the only labels we can place on most of their selections. Had the list been published in the Gay Nineties, it could not be less in keeping with 1933 ideas of disinfection and disinfectants.

—o—

The discoloration of poisons, including those which are used for insecticide purposes and might be mistaken for foodstuffs, is required in a bill recently introduced in the legislature of South Carolina. The bill requires the mixing of "one per cent of lamp black or an adequate quantity of some other discoloring material . . ." Lamp black has several drawbacks. We suggest the standard nile blue which is in use in New York City for sodium fluoride, which color was selected in conjunction with and upon the advice of the U. S. Public Health Service. Why does not North Carolina confer with the Public Health Service as a step in helping to standardize on a color which has proven to be satisfactory? If every state and city hits upon a different color, how will manufacturers of the various poisonous chemicals ever be expected to meet the varied requirements in color?

National Assn. of Insecticide and Disinfectant Manufacturers

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Active—Open to manufacturers and wholesale distributors of disinfectants, germicides, deodorants, insecticides, liquid soaps, polishes, and allied products. Dues—$75.00 per year.

Associate—Open to firms supplying raw materials, containers, equipment, etc., to the membership. Dues—$50.00 per year.

For further details, communicate with

NATIONAL ASSOCIATION OF INSECTICIDE & DISINFECTANT MANUFACTURERS

Harry W. Cole, Secretary
HOLBROOK MASS.

Notes of the Trade

Gerson-Stewart Corp., soaps, disinfectants, etc., has leased 17,000 square feet of space in the United States Rubber Co. building, Evins Avenue, Cleveland.

—o—

Plunkett Chemical Co., Chicago, sanitary products, has organized a Canadian subsidiary, The Plunkett Chemical Co. (Canada), Ltd., with Norman Caldwell as manager. The Canadian branch is located in Hamilton, Ont., and will manufacture for the Canadian trade.

—o—

Maintenance Supply Co., makers of sanitary products, whose offices and plant have been located in Long Island City, N. Y., announce that they have moved their offices to 114 East 32d St., New York. They will continue to manufacture at the Long Island City plant.

—o—

A. A. Dessow, Interstate Chemical Co., addressed the members of the New York section of the American Association of Textile Chemists and Colorists at the March 24th meeting at the Elm Golf Club, Paterson, N. J., speaking on the topic, "The Moth—Friend or Foe."

—o—

McCormick & Co. has declared a dividend of 50c. a share on the common stock of the company. All officers and directors were re-elected at the recent stockholders' meeting.

—o—

Charles R. Sherman, former vice-president and general sales manager of R. M. Hollingshead Co., Camden, N. J., resigned this position April 1 to become associated with International Printing Ink Corporation. Mr. Sherman had been connected with Hollingshead for 14 years, having come to Camden from Indianapolis immediately after the war.

—o—

Talbot Mfg. Co., Los Angeles, insecticides, is working on an extensive advertising campaign which will open on the west coast the first week in May and continue through September. Dealers are being supplied with window displays, counter cards, blotters and circulars.

—o—

Lehn & Fink Products Co. reports net earnings of $1,244,375 for 1932, equal to $3.04 a share on the common, and comparing with $1,451,163, or $3.59 a share, in 1931.

—o—

Channel Mop & Polish Co., Chicago, has turned its advertising account over to Hewett-Crouse Advertising Co., Chicago.

—o—

Dominion Tar & Chemical Co., Montreal, earned net profit of $8,608 in 1932, as compared with $358,944 in 1931.

New Insecticide, Germicide and Disinfectant Patents

By Dr. R. C. ROARK
Insecticide Division, Bur. Chemistry & Soils

PATENTS covering household insecticides and rodenticides, germicides, disinfectants, and fumigants, reviewed during the past six months in the regular service of the Insecticide Division of the Bureau of Chemistry and Soils under the title "Review of United States Patents Relating to Pest Control," are outlined in the following summary. This data is published from time to time in the Insecticide & Disinfectant Section of *Soap* so as to be made available to interested manufacturers and others.

INSECTICIDE AND DEODORIZING TABLET. Re. 18,504 (June 28, 1932; appl. Apr. 27, 1932). Francis J. Curran, Chicago, Ill.—This device is made by dipping an absorbent or roughened board into a molten deodorant (e.g. naphthalene which is tinted and perfumed) until the desired thickness is obtained.

DI-IODO-HYDROXY MERCURY FLUORESCEIN. 1,862,049 (June 7, 1932; appl. Apr. 9, 1925). Howard M. Chiles, Champaign, Ill. —Pyro-Pack Products Co., Chicago, Ill.—The patentee claims di-iodo-hydroxy mercury fluorescein which corresponds to the chemical formula $C_{20}H_{10}O_5HgI_2$ rendered water-soluble by an alkali. It constitutes an efficient germicide for use in open wounds.

STABILIZED BACTERICIDE AND PROCESS OF STABILIZING IT. 1,862,896 (June 14, 1932; appl. Aug. 22, 1931). Morris S. Kharasch, Chicago, Ill.—The patentee claims a water solution containing sodium ethyl mercurithiosalicylate and mono-ethanol amine, borax as a buffer, and sufficient sodium chloride to make the solution substantially isotonic with the body fluids.

MERCURY DERIVATIVES OF HALOGENATED SULPHONE PHTHALEINS. 1,863,241 (June 14, 1932; appl. Apr. 4, 1928). Fitzgerald Dunning and Arthur E. Stickels, Baltimore, Md.—Hynson, Westcott & Dunning, Inc., Baltimore, Md.—Claim is made for a mercury-containing compound of a halogenated sulphone phthalein. For example, the monohydroxy mercury derivative of di-iodo resorcinol sulphone phthalein is prepared as follows: 61.9 g. (1/10 mol.) of di-iodo resorcinol sulphone phthalein were dissolved in 200 cc. of normal NaOH and 500 cc. of water. To this solution 31.5 g.(1/10 mol.) of mercuric acetate dissolved in 125 cc. of water were added. The mixture was boiled for about an hour or longer until a test with ammonium sulphide showed no ionic mercury, filtered, and precipitated with hydrochloric acid. The precipitate was filtered off and dried at 110° C. The di-sodium salt was made by dissolving in the calculated amount of sodium hydroxide and evaporating to dryness. Other dihalogenated derivatives of resorcinol sulphone phthalein and its analogs can be mercurated in the same manner. By using twice the amount of mercuric acetate the di-hydroxy-mercury derivatives can be made by the same procedure.

HYDROXY MERCURY DERIVATIVES OF RESORCIN IODINATED SULPHONE PHTHALEINS. 1,863,268 (June 14, 1932; appl. Feb. 23, 1929). Fitzgerald Dunning, Baltimore, Md.—The patentee claims as a new product the di-sodium compound of mono-hydroxy-mercuri resorcin tetra-iodinated sulphone phthalein free of extraneous alkali metal salt and complex mercurial containing an acid radical attached to the mercury. These compounds have been found by reason of their nature and unusual purity, to possess powerful bactericidal properties coupled with low toxicity, and may be used generally in the treatment of infections.

MOTH ERADICATOR. 1,863,511 (June 14, 1932; appl. Oct. 30, 1929). Roscoe C. Travis, Bowling Green, Va.—This container is primarily designed for receiving cedar wood in the form of wool with means to retain the fumes from the wood confined within the container until the device is put into use as an eradicator with the result that the eradicator can be stored or displayed for sale or otherwise for an indefinite period of time without fear of the cedar wood losing any of its strength.

SUCTION CLEANER GERM DESTROYING DEVICE. 1,863,883 (June 21, 1932; appl. July 13, 1928). Frank M. Schneider, Mount Healthy, Ohio.—This invention consists in providing a receptacle containing germicide (injurious to germs and beneficial to people) and in detachably mounting it upon a vacuum sweeper in such a manner that when the vacuum sweeper is in action air will be drawn through the receptacle in which it is thoroughly mixed and saturated with the germicide and is then forced into the dust bag from which it is strained into and permeates the room where it will kill germs carried into the bag from the carpet with the dust and dirt and will thoroughly purify the air of the room. Menthol may be used.

GARMENT BAG. 1,864,386 (June 21, 1932; appl. Aug. 15, 1929). Bertha Wiesenfeld, New York, N. Y.—This garment bag has an opening in the side and a perforated mothball container attached at the side opening.

SPRAYING APPARATUS. 1,864,505 (June 21, 1932; appl. Oct. 6, 1930). Charles P. McCormick, Baltimore, Md.—This hand pump dispenses insecticides put up in the form of a cartridge.

DEODORANT AND CLEANSING POWDER. 1,865,948 (July 5, 1932; appl. June 11, 1928; renewed Feb. 16, 1932). William F. Nutt, Newburgh, New York.—A perfumed cleaning powder and deodorant includes a mixture of 80 parts of sodium bisulfate, a deodorizing perfume (e.g. an essential oil or a chemical perfume, such as vanillin, coumarin, or heliotropin, phenol, crude carbolic acid or the like) and 16 parts of sodium sulfate for preventing the sodium bisulfate from liquefying or caking when the perfume is added.

VAPORIZING DEVICE. 1,866,658 (July 12, 1932; appl. Nov. 10, 1930). Abraham J. Lichtig, Oakland, Calif.—A device for omitting vaporous exhalations for any purpose for which fumigants are used, whether such exhalation be offensive or noxious, stifling or irritating or merely odorous as, for example, a perfume vapor, is described. It is particularly intended for applying cedar oil or other volatile substances against clothes moths.

PROCESS OF PREPARING ALKALI-HYPOCHLORITE SOLUTIONS. 1,867,666 (July 19, 1932; appl. Feb. 6, 1929; in Germany, Feb. 11, 1928). Friedrich A. Henglein and Friedrich W. Stauf, Cologne-Deutz, Germany.—I. G. Farbenindustrie Akt.-Ges., Frankfort-on-the-Main, Germany.—The patentees claim the process which comprises passing into a 20 per cent sodium hydroxide solution containing cellulose substances in a finely divided form chlorine gas at a temperature of about 5° C. until one liter of the solution still contains 10 grams of sodium hydroxide. A sodium hydochlorite solution is thus obtained containing 150 grams per liter of active chlorine and being free from organic impurities.

DUSTING POWDER AND METHOD OF MANUFACTURING SAME. 1,870,383 (Aug. 9, 1932; appl. Mar. 30, 1927). George E. Sanders, New York, N. Y.—The patentee claims a process of forming a dry dusting powder containing calcium cresylate which comprises absorbing cresylic acid on infusorial earth and then mixing with hydrated lime, the infusorial earth acting as a fluffer and preventing the cresylic acid and hydrated lime from forming a cake when combining and forming calcium cresylate.

CONTAINER FOR POISON SYRUP AND THE LIKE. 1,870,628 (Aug. 9, 1932; appl. July 8, 1931). Charles P. Hurley, Caldwell, N. J. —Aluminum Company of America, Pittsburgh, Pa.—A collapsible container for poison syrups and the like, and similar materials which are employed in the extermination of insects is described.

INSECT ELECTROCUTOR. 1,871,978 (Aug. 16, 1932; appl. Jan. 14, 1928). William M. Frost, Spokane, Wash.—This insect electrocutor of the general type formed of alternately positioned and suitably insulated positive and negative electric wires or conductors, is an improvement over the one disclosed in Patent No. 974,785, granted to William M. Frost on November 8, 1910.

ART OF DESTROYING MOTH WORMS, ETC. 1,872,676 (Aug. 23, 1932; appl. July 2, 1930). William Y. Castonguay, Detroit, Mich.—This portable apparatus is designed to destroy insects in furniture, clothing, etc., by the application of carbon monoxide in the form of exhaust gases from an internal combustion engine.

INSECTICIDE. 1,877,851 (Sept. 20, 1932; appl. Sept. 5, 1929). Dudley H. Grant, Moorestown, N. J.—Standard Oil Development Co., Del.—An insecticide or insect repellent comprises a petroleum oil, a compound of nicotine with an oil-soluble sulphonic acid derived from petroleum, and an emulsifying agent. Such a final spray may have the following composition: 0.03 to 0.5% of a compound of nicotine with an oil-soluble sulphonic acid derived from petroleum, 0.5 to 1% petroleum white oil, 0.2 to 1% emulsifying agent, e.g. soap, and 97.5 to 99% water.

HYDRATED PHENYL PHENATE PRODUCT. 1,878,082 (Sept. 20, 1932; appl. Dec. 17, 1930). William H. Williams, Midland, Mich.—The Dow Chemical Co., Midland, Mich.—A new product is sodium meta-phenyl phenate in flake form containing approximately three molecules of water of crystallization and a relatively small amount of free alkali.

CHLORINE PREPARATION. 1,878,164 (Sept. 20, 1932; appl. Aug. 3, 1928). Charles Mindeleff, Jackson Heights, N. Y.—Louise G. Robinovitch, Golden, Col.—A process of preparing a double salt of an alkaline carbonate and an alkali metal hypochlorite consists in reacting upon a primary hypochlorite solution having a chlorine content higher than desired in the final product with a dry alkaline carbonate.

CHLORINE PREPARATION. 1,878,510 (Sept. 20, 1932; appl. Nov. 26, 1928; renewed July 14, 1932).—Charles Mindeleff, Jackson Heights, N. Y.—Louise G. Robinovitch, Golden, Col.—A chlorine liberating preparation in stable solid or powder form consists of a dry water-insoluble oxide of a metal of the alkaline earth group, e.g. magnesium oxide, permeated throughout with a soluble hypochlorite, e.g. sodium hypochlorite.

INSECT ELECTROCUTOR. 1,879,495 (Sept. 27, 1932; appl. Nov. 17, 1930). Ross L. Renwick, Niles, Mich.—In this electrocutor the elements which comprise the electrodes are widely spaced, with the electrode of one polarity disposed in one plane and the electrode of opposite polarity disposed in a plane parallel therewith, but spaced therefrom, and with the elements of one electrode disposed out of alignment with the elements of the other electrode, whereby relatively wide open spaces are provided between the elements of the electrodes, which arrangement freely admits of the passage of light and air and affords an attractive passage for the insect.

MOTHPROOF RECEPTACLE. 1,880,325 (Oct. 4, 1932; appl. Aug. 1, 1930). Lawrence K. Loftin, Alta Vista, Va.—Lane Co., Inc., Va.—The object of this invention is to provide an aroma-tight receptacle for the storage of clothing, etc., which receptacle may be of any desired type, chest, wardrobe, drawers, etc. Experiments conducted over many years have proven that the moth-killing efficiency of a cedar chest is proportionate to the amount of cedar oil present in the closure and the aroma-tightness of the closure.

DINITRO-ORTHO-CYCLOHEXYLPHENOL. 1,880,404 (Oct. 4, 1932; appl. Sept. 29, 1930). Edgar C. Britton and Lindley E. Mills, Midland, Mich.—The Dow Chemical Co., Midland, Mich.—The patentees claim as a new compound, dinitro-ortho-cyclo-hexylphenol, the same characterized as crystallizing in the form of yellowish-white crystals, insoluble in cold water, soluble in alcohol, and having a melting point of 105° C. Dinitro-ortho-cyclohexylphenol forms well-defined salts, for instance, with inorganic bases, such as ammonia, calcium hydroxide, sodium hydroxide, and also with organic bases, such as triethanol amine, nicotine, etc. This new compound or its salts are useful as insecticides for destroying and controlling sucking and soft-bodied insects, such as aphis, red spider, apple sucker, etc., and may be applied for such purpose in solution or suspension in water or in other liquid medium, or in combination with other insecticidal materials.

DEVICE FOR TREATING AND PREVENTING INSECT BITES. 1,882,018 (Oct. 11, 1932; appl. Feb. 6, 1930). Joseph F. Kasnicka, Cicero, Ill.—A disc-like absorbent pad for an insect repellent is described. The preferred impregnating mixture contains oil of Pennyroyal and oil cedar which serve as an insectifuge and alcohol and camphor oil to sooth the insect bites.

INSECT ELECTROCUTOR. 1,882,550 (Oct. 11, 1932; appl. Jan. 13, 1928). William M. Frost, Spokane, Wash.—This insect electrocuting wire screen is an improvement over the one described in U. S. Patent 974,785 issued Nov. 8, 1910, to William M. Frost.

COMPOSITION OF MATTER. 1,882,618 (Oct. 11, 1932; appl. May 27, 1930). Elmer H. Hyde, Pittsburgh, Penn.—American Tar Products Co., Inc., Delaware.—A disinfectant emulsion consists of tar acid oil, water gas tar distillate which is comparatively free from naphthalene and which is obtained as a distillate from water gas tar between 100° C. and 355° C., water, and "liquid resinate" containing rosin acids, fatty acids, lignin, caustic materials, and water. Examples are: 1. A disinfectant having a coefficient of 2 plus in accordance with Rideal-Walker (1921 modification) may be prepared by mixing the following ingredients in the proportions given: Tar acid oil (25 per cent tar acids), 68 per cent by weight, liquid resinate 38 per cent by weight and castor oil soap 2 per cent by weight. 2. A disinfectant having a coefficient of 3 plus may be prepared by mixing the following ingredients together in the proportions given: Insecticide oil 56.0 per cent by weight, high boiling tar acids, 4.0 per cent by weight, water gas tar distillate 8.0 per cent by weight, liquid resinate 30.0 per cent by weight, castor oil soap 2.0 per cent by weight. Any animal or vegetable oil soap may be substituted for castor oil soap to aid in stabilizing emulsions. For instance soya bean oil soap or stearic acid soap may be used. Sulphonated oils may also be used. Insecticide oil is a coal tar distillate which contains about 25 per cent to 35 per cent phenol and its homologues and from which substantially all of the material which crystallizes out upon cooling to about 5° C. is removed.

GARMENT HANGER. 1,882,667 (Oct. 18, 1932; appl. Nov. 28, 1930). Victor J. Marek, Elmhurst, N. Y.—This garment hanger is provided with containers for the reception of mothballs.

HYDROQUINONE DERIVATIVE. 1,883,952 (Oct. 25, 1932; appl. Aug. 17, 1931). Emil Klarmann, Jersey City and Louis W. Gatyas, Bloomfield, N. J.—Lehn & Fink, Bloomfield, N. J.—The patentees claim as a composition of matter, a hydroquinone monoether having the formula p-OH-C_6H_4.O.C_2H_4.R, wherein R is an alkyl or aryl radical, said ether having a high bactericidal efficiency. The *B. typhosus* and *Staphylococcus aureus* phenol coefficients are given for each of the following hydroquinone monoethers: n-propyl, iso-propyl, n-butyl, n-amyl, iso-amyl, n-hexyl, n-heptyl, n-octyl, phenyl ethyl and phenyl propyl.

MOTHPROOFING COMPOSITION. 1,885,292 (Nov. 1, 1932; appl. June 5, 1928). Richard M. Ritter, Kew Gardens, N. Y.—This invention is an improvement over that described in U. S. Patent 1,610,167. The patentee claims a mothproofing composition comprising a mixture of alkaloidal salts from seeds of Lupinus with saponins of quillaia, the sodium salt of an inorganic acid other than sulphuric acid and a metal mordant. Suitable mordants are chrome salts, for example, sodium, potassium and ammonium bichromate, chrome alum, aluminum salts, for example, the various grades of alum, aluminum sulphate and aluminum bisulphate, titanium salts, antimony salts and zinc salts. Examples are: (1) Ten parts of the alkaloidal salt described in U. S. Patent 1,610,167 and 1 part of chrome alum. (2) Ten parts of the above described alkaloidal salt and two parts of aluminum sulphate. (3) Ten parts of the above-described alkaloidal salt, 1 part of alum and 1 part of titanium sodium fluoroid. (4) Ten parts of the above-described alkaloidal salt, 2 parts of alum and 1 part boric acid.

MOTHPROOFING CABINET. 1,885,919 (Nov. 1, 1932; appl. July 17, 1931). Hyman Kliot, Bronx, N. Y.—Cliot Closet Moth Proofer, Inc., New York, N. Y.—A receptacle for moth balls or other toxic pellets, preferably those embodying paradichlorobenzene and cedar oil, is described.

SANITARY GARBAGE CAN LINER. 1,886,406 (Nov. 8, 1932; appl. Jan. 31, 1930). Charles D. Kniffin, Middletown, N. Y.—This sanitary can liner is constructed of a water-proof material treated with a disinfectant.

DEODORANT AND MOTH-PREVENTIVE. 1,886,429. (Nov. 8, 1932; appl. May 19, 1930). Alvin L. Sacks, St. Louis, Mo.—Puro Co., Inc., St. Louis, Mo.—This device is made by dipping an artificial rose into molten naphthalene containing about four per cent of a suitable perfuming and coloring matter.

DEODORIZING DEVICE. 1,886,680 (Nov. 8, 1932; appl. July 27, 1931). Charles D. Holmes, Long Beach and Harvey W. Camel, Los Angeles, Calif.—A block of deodorizing material is fastened to a wire which is clamped to the rim of a toilet bowl.

BUTYL PHENOL COMPOSITION. 1,887,662 (Nov. 15, 1932; appl. Feb. 29, 1928). Roland R. Read, Baltimore, Md.—Sharp & Dohme, Inc., Baltimore, Md.—The patentee claims a new butyl phenol composition containing a substantial amount of ortho-secondary butyl phenol and having a phenol coefficient of about 36 to 40.

ANT JAR. 1,887,771 (Nov. 15, 1932; appl. May 5, 1931). John D. Marsh, Los Angeles, Calif.—One-Half to Don A. Henderson, Los Angeles, Calif.—A jar for holding ant poison is described.

INSECT TRAP. 1,888,563 (Nov. 22, 1932; appl. Dec. 10, 1928). Charles H. Nixon, Detroit, Mich.—This device consists of a shallow cup containing adhesive material capable of holding flies or other insects. It is operated by means of a handle like a fly swatter.

APPARATUS FOR INSECTICIDE DUSTING RUGS, UPHOLSTERY, AND CLOTHING. 1,888,732 (Nov. 22, 1932; appl. Sept. 27, 1930). John R. Mathes, Dover, N. H.—The Expello Corp., Dover, N. H.—A device which may be quickly and readily attached to the domestic suction cleaner so that a fine insecticide powder may be blown from the cleaner for treating fabrics, articles of furniture, clothing and the like against moths, insects, vermin, etc. is described. The preferred insecticide is paradichlorobenzene.

MONOETHERS OF RESORCINOL. 1,888,827 (Nov. 22, 1932; appl. Mar. 12, 1931). Emil Klarmann, Jersey City, and Louis W. Gatyas, Bloomfield, N. J.—Lehn & Fink, Inc., Bloomfield, N. J.—The patentees claim as a composition of matter, a resorcinol mono-ether in which the substituting ether radical is an unsubstituted hydrocarbon radical having at least three carbon atoms, said ether having a high bactericidal efficiency.

DOMESTIC RODENT EXTERMINATOR. 1,889,276 (Nov. 29, 1932; appl. Aug. 10, 1931). Liebert W. v. Dorrien, Mexico, Mexico.—This tilting platform which may be attached to a table drops a rat or mouse into a receptacle containing water.

GERMICIDE. 1,891,462 (Dec. 20, 1932; appl. May 12, 1928). Cyrus B. Wood, Washington, D. C.—A germicide for water comprises succinchlorimide. This compound is an efficient water disinfectant in solutions as low as 5 mg. per liter and is not harmful to higher life, even in as high a content as 1 gm. per kg. of body weight. The solution does not affect the taste of the water, nor does it have any injurious effect on metal or textiles, besides being exceedingly stable and inoffensive.

BASIC ETHERS OF HALOGENATED QUINOLINE. 1,891,980 (Dec. 27, 1932; appl. Mar. 24, 1930; in Switzerland, Apr. 5, 1929). Max Hartmann and Hans Isler, Riehen, Switzerland.—"Society of Chemical Industry in Basle," Basel, Switzerland.—These compounds are claimed as new products useful as antiseptics.

HALOGENATED DIHYDROXY DIPHENYL. 1,892,000 (Dec. 27, 1932; appl. Oct. 7, 1931). Ferdinand W. Nitardy, Brooklyn, N. Y., Walter G. Christiansen, Glen Ridge, N. J., and Sidney E. Harris, Brooklyn, N. Y.—E. R. Squibb & Sons, New York, N. Y.—The patentees claim compounds having the general formula $C_6H(OH)_2XYC_6H_3$ wherein X represents a halogen and Y represents hydrogen or a halogen. These compounds have marked bactericidal properties, not much diminished by the presence of organic matter.

WATER SOLUBLE DI-IODO-HYDOXY-MERCURY FLUORESCEIN. 1,893,226 (Jan. 3, 1933; appl. Aug. 18, 1930). Howard M. Chiles, Champaign, Ill.—Pyro-Pack Products Co., Chicago, Ill.—The patentee claims the compound which corresponds to the chemical formula $C_{20}H_4R_2O_6HgI_2$ where R represents one of the group consisting of sodium, potassium and ammonium. This is a new and useful germicide.

MANUFACTURE OF MERCURI-MONONITRO-PARA-CRESOL AND ITS SALTS. 1,893,248 (Jan. 3, 1933; appl. Feb. 20, 1930). Frank V. Sander, New Brunswick, N. J.—Johnson & Johnson, New Brunswick, N. J.—A method of producing a water-soluble germicide of marked efficiency and stability, consists in causing 3-nitro-4-hydroxy-toluene to react with mercuric compounds in the presence of alkali, and preparing the compound for storage by treating it with a sodium phosphate solution calculated to allay precipitation. The product, termed acetoxymercuri-mono-nitro-para-cresol, may be prepared, for example, by dissolving ten grams of 3-nitro-4-hydroxytoluene in 150 cc. of water containing 2.7 grams of sodium hydroxide and filtering the solution. The latter is then heated to about boiling temperature whereupon a solution of 20.8 grams of mercuric acetate or mercuric chloride in 100 cc. of water containing 0.5 cc. of acetic acid is slowly added. The mixture is slowly boiled for about an hour, cooled and the precipitate filtered off. This is washed with cold water and dried. The product is yellow in color, stable to alkali and fairly stable to alkali sulphides; chars and decomposes when heated strongly. As indicated, a proportionate amount of mercuric chloride may be substituted for mercuric acetate.

DEODORIZING AND DISINFECTING APPARATUS. 1,893,648 (Jan. 10, 1933; appl. Jan. 3, 1930). Louis Kooperstein, New York, N. Y.—An apparatus whereby a substantial supply of disinfecting liquid is held within a chamber and is withdrawn, under automatic control, by capillary wick action to a vaporizing wick exposed to the air so that the disinfectant may be absorbed by the surrounding atmosphere, is described.

DISINFECTING MEDIUM. 1,893,770 (Jan. 10, 1933; appl. July 2, 1927; in Germany, July 7, 1926). Ernst A. Garbe, Berlin-Lichterfelde, Germany.—A disinfecting medium in the form of a clear, homogeneous dispersion which is stable against dilution comprises about two parts of tobacco extract, four parts glacial acetic acid and four parts of saponified cresol. For using the said disinfecting medium 1 part thereof is diluted in 5 or 7 parts of water, and preferably for avoiding precipitation of lime, soft water such as rain water is used. An increased efficiency is obtained by simultaneously vaporizing sulfurous acid within the stable, which may be taken from bottles or produced by combustion of sulfur. The mixture of gases thus produced completely kills the carriers of the disease, and it has no injurious effect on the sick animals breathing the same. On the contrary, it has been found that by breathing the gases the bacteria found on the mucous membranes are killed. In some cases etherial oils such as oil of turpentine are added in water dispersion to the mixture.

BACTERIACIDE. 1,893,997 (Jan. 10, 1933; appl. Nov. 19, 1929). Irving S. Barksdale, Greenville, S. C.—A process for producing a bacteriacide comprises reacting a solution of hexamethyl-pararosaniline with a solution of bismuth citrate rendered water soluble in a solution of ammonium citrate.

DETERGENT COMPOSITION. 1,894,207 (Jan. 10, 1933; appl. Oct. 24, 1929). Maurice C. Taylor, Niagara Falls, N. Y.—Mathieson Alkali Works, Inc., New York, N. Y.—A detergent salt mixture forming in water a solution containing a water-soluble detergent and a bactericide, and detergent being at least equal in amount to the amount of the bactericide, comprises an alkali metal phosphate and a minor proportion, with respect to the alkali metal phosphate, of a stable calcium hypochloride. For example, 3 to 8 pounds of a stable calcium hypochlorite product containing from 60-65 per cent calcium hypochloride, 35-30 per cent sodium chloride, and about 5 per cent calcium chlorate, calcium carbonate and calcium chloride is mixed with 95 pounds of trisodium phosphate monohydrate to form a detergent salt mixture embodying the present invention.

COMPOSITION FOR DISINFECTING. 1,894,539 (Jan. 17, 1933; appl. May 18, 1931; in Germany, June 23, 1930). Hans Mirau, Radebeul, Germany.—Chemische Fabrik von Heyden, A. G., Radebeul near Dresden, Germany.—The patentee claims as a new article of manufacture, a dry and stable composition of matter containing sulfodichloramide, suitable for disinfecting, bleaching and the like purposes, said composition being an intimate mixture of p-toleuenesulfodichloramide with dry sodium hydroxide and sodium sulfate. For example, 24 parts dichloramine "T" (p-toluenesulfodichloramide), 10 parts sodium hydroxide and 110 parts sodium sulfate are mixed together and yield 144 parts of a mixture containing 10 per cent active chlorine.

INSECTIFUGE. 1,894,604 (Jan. 17, 1933; appl. July 20, 1931). Vanderveer Voorhees, Hammond, Ind.—Standard Oil Co., Chicago, Ill.—An insectifuge comprises a di-polymethyleneyl phthalate. For the purpose of this invention the di-polymethyleneyl phthalates, substituted di-polymethyleneyl phthalates, and mixed polymethyleneyl phthalates may be used; for example, di-cyclopentyl phthalate, di-cyclohexyl phthalate, di-methyl-cyclohexyl phthalate and cyclopentyl cyclohexyl phthalate. For examples of the mixed alkyl polymethyleneyl phthalates, butyl cyclohexyl phthalate, propyl cyclohexyl phthalates, butyl cyclopentyl phthalate, butyl methyl-cyclophexyl phthalate, etc. may be used. The following composition has been found very effective as a cattle fly repellant. Mineral oil 80-85 Saybolt viscosity at 100° F., 96 per cent; cyclohexyl phthalates, 4 per cent. Also a very satisfactory insecticidal and insectifugal composition can be produced by adding polymethyleneyl phthalates to a mineral oil solution containing the oil-soluble principles from pyrethrum flowers or the like.

(*Turn to Page* 101)

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Symposium on Insecticides

A NUMBER of interesting papers on insecticides were delivered at the annual meeting of the American Chemical Society, held in Washington, D. C., from March 26 to 31, 1933, before the Division of Agricultural and Food Chemistry. A brief review of papers and reports, relating to the field of household insecticides, disinfectants and the like, follows.

Both rotenone and pyrethrum received considerable attention. R. C. Roark discussed rotenone, giving its formula as $C_{23}H_{22}O_6$, and describing it as a colorless, odorless, crystalline constituent of certain tropical fish poison plants. Its toxicity was stated to be thirty times that of lead arsenate as a stock poison to silkworm, fifteen times that of nicotine as a contact insecticide upon bean aphids and 25 times that of potassium cyanide to gold fish. On the other hand it is harmless to birds and mammals eating it. It is useful for making flea powders, fly sprays and greenhouse and horticultural sprays. It is also used for mothproofing wool and for combating ox warbles.

The commercial aspect of rotenone and its future possibilities were discussed by R. W. Birdsall. The questions of source of supply of the root (derris), its shipping, grinding, grading, and storage, the extraction and purification of rotenone and the preparation of extract were considered. Practical observations of the possible health hazards were mentioned and the future possibilities of these insecticides were touched upon.

The commercial production of pyrethrum flowers in Colorado was reported upon by C. B. Gnadinger, L. E. Evans and C. S. Corl. From experiments with seven widely different drying methods, it was found that the method of drying did not appreciably affect the pyrethrin content. The pyrethrin content of flowers from individual plants picked at the same stage of maturity fluctuates during the blooming period. The causes of this seasonal variation have not been determined. Complete shading of the plant during the picking season greatly lowered the pyrethrin content.

Ground flowers, assayed within ten days of picking, showed no more than normal loss of pyrethrins when stored in an air-tight container at room temperature. Decomposition of pyrethrins in similar samples was entirely prevented during six months storage by keeping the temperature at minus 2 to minus 5 degrees C. Drying the flowers with stalks or without stalks did not influence the pyrethrin content of the flower heads.

There was a wide range in the yield of flowers and pyrethrins from individual plants. The yield of dried flowers varied from 9.24 grams to 62.66 grams per individual plant. The pyrethrins varied from 0.90 to 2.07 per cent with an average of 1.27 per cent for all plants in the study. The work is being continued and progress reports will be released from time to time.

A study of Dalmatian pyrethrum flowers was made by C. B. Gnadinger and C. S. Corl, who presented a paper on this subject. Twenty samples of the 1931 crop of Dalmatian pyrethrum were found to have an average pyrethrin content of 0.58 per cent, eight to nine months after harvesting. This was considerably less than the pyrethrin content of eight samples of 1931 Japanese pyrethrum of the same age. Nine samples of pyrethrum from experimental plots of the Agricultural College at Split averaged 0.96 per cent pyrethrins or about the same as the best Japanese flowers. Fifty-eight samples of 1932 crop of commercial Dalmatian were found to contain an average of 0.82 per cent of pyrethrins, twenty-six contained 0.90 per cent or more of pyrethrins, comparing favorably with the 1932 Japanese crop.

The conclusion reached was that certain districts of Jugoslavia can produce pyrethrum equal to the best Japanese product. On the other hand, much of the Dalmatian crop has been of low pyrethrin content because of improper methods of cultivation, harvesting, storage, packing and marketing. The elimination of the present archaic system of grading, by establishing a single, standard export grade, will alone greatly improve the average quality. Further study of storage conditions will probably be necessary with particular attention to the relation between maturity and decomposition in storage. Government supervision of grading and marketing, including certification of pyrethrin content, will do much to restore confidence in the quality of Dalmatian pyrethrum.

A number of other papers were presented dealing with agricultural insecticides and their application, including the following, poisonous spray residues on fruit and their removal by R. H. Robinson, poisonous spray residues on vegetables by W. B. White, selenium an insecticidal material for controlling red spider by C. B. Gnadinger, the insecticidal activity of aliphatic thiocyanates against pests by D. F. Murphy and C. H. Peet, some recent developments in the control of insects by chemical means by E. B. Alvord and Harry F. Dietz, the significance and danger of spray residue by C. N. Myers and Binford Throne.

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A mixture of alkylene oxides and carbonic acid is incorporated with a bactericide, such as an aldehyde. Thus formaldehyde is added to a mixture of ethylene oxide and carbonic acid. This preparation kills cockroaches and other insects.—Th. Goldschmidt A.G. German Patent No. 552,034.

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In announcing the consolidation of Crude Drug Importers, Inc. with W. Benkert & Co., New York, as pyrethrum importers and millers in the last issue of *Soap*, the name of the former company was incorrectly given as Crude Rubber Importers, Inc.

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Exterminators Hold Annual Meeting

THE third annual meeting of the Society of Exterminators and Fumigators of New York was held April 3 at the Hotel New Yorker, New York. William Buettner of Oscar G. Buettner & Sons, Brooklyn, was elected president for 1933-34 to succeed Ned Goldie of the Bliss Exterminator Co., New York, who has served for the past two years. M. M. Horowitz of the Excelsior Exterminating Co. was reelected vice-president, I. H. Josephson of the Josephson Disinfecting Co. was reelected secretary, and F. J. Rauch of the Empire Exterminating Co. was again chosen treasurer. The new board of directors consists of N. N. Sameth of the Sameth Exterminating Co.; Leopold Philipp of Deco., Inc.; William Elliott of the William Elliott Co.; Samuel Le Blank of the Permo Exterminating Co.; and Dr. Max Reiman of the Oriental Exterminating Co.

William Buettner

The annual banquet was held in the evening at The New Yorker. Seventy-five members and guests attended. The main speakers of the evening were Dr. C. L. Williams, Senior Surgeon of the U. S. Public Health Service, and Dr. Edward Bocker, Chief of Drug Inspection, New York City Department of Health. Dr. Williams outlined the features of the new proposed model ordinances for exterminating and fumigating which will be suggested for adoption by states and cities. Dr. Bocker spoke on the New York law and outlined various matters in the business with which licensed exterminators and fumigators must be familiar. He also repeated previous advice against dependence on warning gases in cyanide fumigations.

Other speakers included Inspector N. H. Milbauer of the New York Department of Health who answered many questions on the relation of health violations and practical exterminating. Mr. Buettner, newly elected president, outlined plans and policies of the Society for the coming year in a brief address. Ira P. MacNair of *Soap* also spoke briefly on the publicity needs of the industry. A handsome wrist watch was presented to Ned Goldie, retiring president, who recently returned from a six months' health trip abroad. The presentation was made by Harry Stucker of the United Chemical Co. William Elliott was chairman of the dinner committee and acted as toastmaster.

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William O. Buettner, the new head of the Society, is a son of Oscar G. Buettner, founder of the business bearing his name. The new president graduated from Dartmouth College in 1924. He is a member of the Masonic Order and a Shriner, a member of the Flatbush Chamber of Commerce, and chairman of Boys Work Commission of the Brooklyn Federation and Mission.

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Two new insecticides have recently appeared on the Uruguayan market, one called "Musca" retailing at 22c. a bottle of 450 grams, and the other, "Insecticida 55," retailing at 24c. for a quarter-liter can, 43c. for a half-liter can and 71c. for a full liter can. Both products are manufactured in Montevideo.

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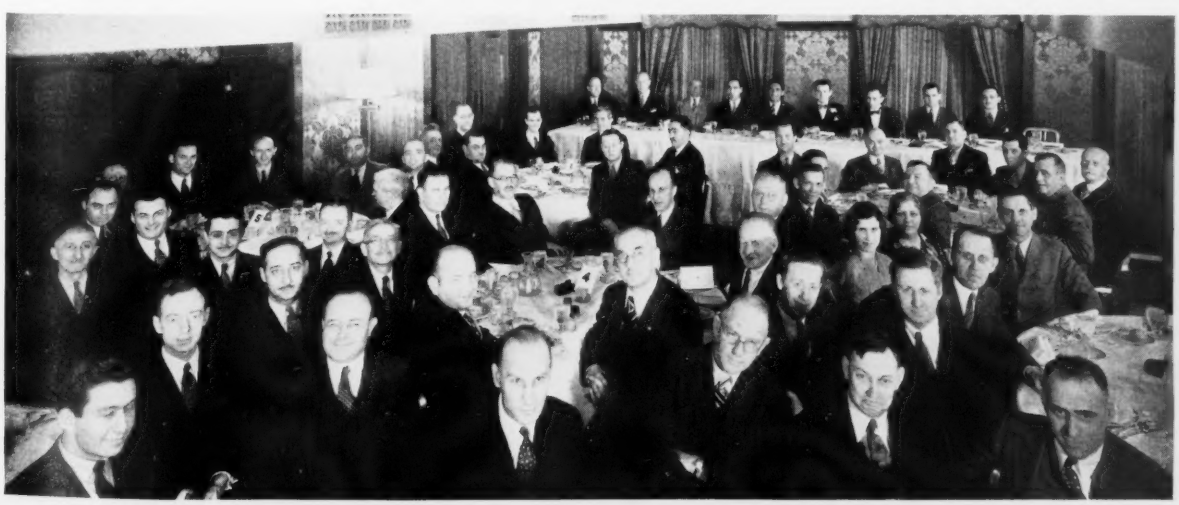
United States exports of liquid household insecticides during January, 1933, totaled 138,427 lbs. worth $38,073. Powdered and paste products accounted for 20,695 lbs., valued at $5,639.



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Issue Carbolic Labeling Summary

The Food and Drug Administration of the Department of Agriculture has recently issued a bulletin covering the regulations on packaging, labeling, shipping, etc., of carbolic acid in interstate commerce as outlined in the three United States laws governing this substance, namely the caustic poison act, the food and drugs act, and the insecticide act of 1910. The release which is a resume of the laws covering carbolic acid, was also sent out in a bulletin by Secretary Harry W. Cole of the National Association of Insecticide & Disinfectant Manufacturers to the membership. Copies can be secured from The Food and Drug Administration or from Secretary Cole at his office, Holbrook, Mass.

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Color Test for Rotenone

Most suitable qualitative test for rotenone consists in treating one cc. of an acetone solution of rotenone with one cc. of 1 to 1 nitric acid and allowing the mixture to stand for half a minute. It is then diluted with 8 to 9 cc. of water and one cc. of strong ammonium hydroxide is added. A blue color is produced which is almost identical with that given by bromothymol blue indicator at a pH value of 7.2. As little as 0.1 mgm. of rotenone can be detected by this method. Various experiments were made with addition of pure materials to the rotenone solution to see if interference took place. Thus dehydrorotenone and rotenone, oxidation products of rotenone, gave no blue color. Acetone extracts of pyrethrum flowers and tobacco did not give the test. Experiments were also made in the effort to use this qualitative test as a quantitative method for determining rotenone. Accurate control of conditions allowed satisfactory reproduction of same intensity of color with various samples, but the serious difficulty was that the color was fugitive. Hasty comparison with standard colors is required and the method is therefore of no great value for quantitative purposes. The test is, however, useful for surveying plants as sources of rotenone, for determining the completeness of extraction during recovery of rotenone from derris and cube roots, for detecting rotenone in spray residues, and for following the course of decomposition of thin deposits of rotenone exposed to light and air. Howard A. Jones and Charles M. Smith. *Industrial and Engineering Chemistry*, Analytical Edition, 1933, volume 5, pages 75 to 76.

—o—

California Spray-Chemical Corp., Berkeley, is advertising its "Ortho" insecticides in a new Pacific Coast campaign directed by Long Advertising Service of San Jose and San Francisco, using garden publications, trade papers, direct-mail, window displays and exhibits at the larger flower shows.

—o—

Exports of household disinfectants, deodorants, germicides, etc., from United States during 1932 amounted to 1,447,816 lbs. valued at $149,375, shipments during December totaling 147,293 lbs., worth $14,169.

Say you saw it in SOAP!

Arrange for Chicago Convention

At a meeting of the Board of Governors of the National Association of Insecticide & Disinfectant Manufacturers, held April 4 at the Hotel New Yorker, New York, plans for the Mid-year Meeting of the Association to be held in Chicago on June 5 and 6, were discussed and adopted. President Peter Dougan of Merck & Co., presided at the meeting. Others who attended were First Vice-president C. P. McCormick of McCormick & Co., Baltimore; Second Vice-president Samuel H. Bell of the Koppers Products Co., Pittsburgh; Secretary Harry W. Cole of Baird & McGuire, Holbrook, Mass.; W. J. Andree of Sinclair Refining Co., New York; H. W. Hamilton of the White Tar Co., Kearny, N. J.; Dr. Robert C. White of the Robt. C. White Chemical Co., Philadelphia; Dr. George Reddish of the Lambert Pharmacal Co., St. Louis.

Mr. Andree, chairman of the convention committee, outlined the plans and program for the Chicago meeting, June 5 and 6, at the Edgewater Beach Hotel. In conjunction with the Century of Progress Exposition at Chicago, he stated that the most elaborate summer meeting of the Association was being planned, including a full program of speakers and entertainment. The Board also decided upon a sharp reduction in the price of complete convention tickets, including daily luncheons and the summer banquet, to $10 per person. Last year, the price was $15. A novel and altogether different type of banquet party is being planned by the committee. Arrangements for special low room rates have also been made again this year at the Edgewater Beach Hotel in spite of the demand in connection with the Chicago Exposition. The membership will be notified to make room reservations direct with the hotel, mentioning the Association, as early as possible for this reason. Complete details and program will be announced early in May.

—o—

New British Disinfectant Concern

Baron Melchett and Sir Robert L. Mond are the directors of Monsol, Ltd., which has been registered as a private company in Britain. The company is to take over the important business of manufacturers and dealers in "Monsol" and "Anasol" products carried on by the Mond Staffordshire Refining Co., and to carry on the business of druggists, chemists, etc. The capital (nominal) is £150 in £1 shares. The directors are also directors of Imperial Chemical Industries, the great British chemical combine, with which the new firm will closely cooperate. The products for whose exploitation Monsol, Ltd., has been formed are already well-known in the British market.

—o—

Anchor Cap & Closure Corp., L. I. City, N. Y., has completed mailing of a folder announcing its new "Turret Cap." The cap is permanently attached to the tube in the Anchor innovation, the aperture for ejection of contents being exposed simply by turning the cap.

New!

To meet the demands of lower manufacturing costs, our laboratories have worked on a new line of Perfumes for fly sprays and insecticides. We now announce:

M M & R
KEROSPRAY
BOUQUETS

No. 801
No. 802
No. 803
No. 804
No. 805
No. 806

Complete coverage at minimum cost,—1 ounce to 4 gallons being sufficient. Will impart a delightful bouquet to the finished spray, evaporating at the same ratio as the base. Investigate these NEW Perfumes. Samples on request.

MAGNUS, MABEE & REYNARD, INC.
AROMATIC CHEMICALS ESSENTIAL OILS PERFUME MATERIALS

32 CLIFF STREET NEW YORK, N. Y.

PYRETHRUM

—is still grown in the ground

Nature gives no one the monopoly of the best—but we select from what nature produces, the proper quality of Pyrethrum Flowers—

—in order to give you—

PYRETHRUM POWDER—with full killing power
GROUND PYRETHRUM—with full Pyrethrin content
PYRETHRUM CONCENTRATE No. 15—with standardized killing strength
PYRETHRUM CONCENTRATE No. 15—WITH ROTENONE—with additional killing strength

at reasonable prices

W. BENKERT & COMPANY, INC.

CRUDE DRUG IMPORTERS
100 Gold Street New York City

It's the most "Kill" per dollar that counts!

Detroit Representative
R. M. STEVENSON, 506 Donovan Bldg.

Chicago Representative
E. M. TYSDAL, 325 W. Huron St.

Say you saw it in SOAP!

We've Waited Years for This!

After years of patient waiting, we finally caught Simon Selig in an unguarded moment. With him is Mrs. Selig, photographed at a recent "kid party" given

to celebrate the Selig wedding anniversary by Mr. and Mrs. Abe Schwartz at the Standard Club of Altanta, Ga. It so happens that Mr. Selig is president of the Standard Club, a director in two Atlanta banks, and president of the Selig Company of Atlanta, besides being a governor of the National Association of Insecticide & Disinfectant Manufacturers.—withal of dignified and quiet demeanor. However, Sandy Sanders, Atlanta photographer snapped this one while Simon had his guard down. How Sandy ever succeeded in having Simon expose himself in this manner to "have his pitcher took" is more than we can fathom. Be that as it may, it must go on the records for posterity. We would be derelict in our duty if we let this one pass unnoticed.—Ed.

—o—

The variation in rotenone content of various samples of Malayan tuba derris root drawn from commercial consignments is due to age and varietal differences. Of several specimens examined, derris elliptica, contained the highest proportion of rotenone. C. D. V. Georgi and G. L. Teik. *Malayan Agricultural Journal*, 1932, volume 20, pages 498 to 506.

—o—

California Kildew Company, San Francisco insecticide firm, has moved its headquarters from 1274 Mission Street to new quarters at 97 Ninth Street.

SPECIALTY SOAPS

LIQUID SOAP BASE
Coco Oil—60%—Natural, Opal, Green

LIQUID SOAPS
Coconut ..... 10% to 45%
Olive Oil .... 10% to 30%
Colored and Perfumed

SCRUBBING SOAPS
Pine, Sassafrass, Plain

LIQUID SHAMPOOS
Coconut Oil .. 30% to 45%
Olive Oil 30%
Castile 30%

POWDERED and GRANULATED SOAPS
Castile, U. S. P.
Coco Castile 50-50
Pure Coconut

SOFT POTASH SOAPS
Light and Dark
U. S. P. 9th and 10th

PHONE CUMBERLAND 6-2800
KRANICH SOAP CO.
54-60 RICHARDS ST. BROOKLYN, N.Y.

POWDERED AND GRANULATED

PYRETHRUM

Years of experience and long established buying contacts insure the high quality of McCormick's Pyrethrum. But more than high toxic content is required for the efficient use of Pyrethrum, it must be properly ground in order to extract the pyrethrins. A close examination of McCormick's Powdered Pyrethrum will clearly show uniformly fine particles due to the air flotation process; and of McCormick's Granulated Pyrethrum, that *all* the achenes are broken up, thus allowing maximum extraction to be obtained.

CONCENTRATED OIL EXTRACTS

having known killing power that is guaranteed, are manufactured by experts under the most rigidly controlled methods. The base for these extracts is a petroleum oil that has been refined to complete freedom from any kerosene odor.

● **ROTENONE . . . . .**

properly compounded with Pyrethrum will stay in solution and yield the greatest kill most economically. Investigate McCormick's combinations before purchasing Pyrethrum and Rotenone solutions to insure highest quality at lowest cost.

● **STEAMOL . . . . . .**

is a new non-poisonous insecticidal concentrate developed for proper dispersion by means of the steam atomizer. It has a high killing efficiency and will produce no obnoxious odors. Sold in bulk only.

STANDARDIZED LIQUID AND DUST PYRETHRUM INSECTICIDES

McCORMICK & CO., INC., BALTIMORE, MD.

Consider **These Facts When You Look for a Source of Supply for SANITARY SPECIALTIES**

● **LOCATION**

The Chemical Supply Company is located in the heart of the population and industrial center. Jobbers will find the excellent rail, water and motor facilities a great help in assuring early delivery to their customers.

● **RELIABILITY**

The Chemical Supply Company was established in 1898. Its financial responsibility is of the best. Its management is active and aggressive. Its line is complete in every way to permit you to deal with one large responsible concern that can give you every needed advantage in *quality, quantity and service at lowest cost.*

● **SATISFACTION**

Our background of manufacturing experience and continual experimenting keeps our products in a class by themselves. Consequently, they command a better price and above all, they assure your customers satisfaction and good will.

We can give you many more reasons why we believe you can purchase more profitably from us and we earnestly ask that you consider us as the most logical and economical source of supply.

Write for samples and quotations.

THE CHEMICAL SUPPLY COMPANY

2450 CANAL ROAD **CLEVELAND, OHIO**

Disinfectants — Insecticides — Metal Polish — Dips — Oils — Sanitary Specialties

Say you saw it in SOAP!

Schwank New Hollingshead Sales Manager

R. M. Hollingshead Co., Camden, N. J., announces the appointment of Carl W. Schwank as general sales manager to succeed Charles R. Sherman, vice president and general sales manager. For the past year Mr. Schwank has been with the Hollingshead Company as regional sales manager. He was formerly Vice President and General Sales Manager of the Beardsley and Wolcott Manufacturing Company of Waterbury, Conn. Author of several books on selling, he has a national reputation as a speaker on business and social problems. Mr. Sherman leaves the Hollingshead Company after fifteen years of association, to become an executive of the International Printing Ink Corporation at Chicago. Mr. Schwank plans an aggressive trade publication advertising campaign to introduce several new *Whiz* products which are to be announced within the next few weeks.

Carl W. Schwank

—o—

Cook Paint in Sanitary Field

Cook Chemicals is the newly formed sanitary products division of the Cook Paint & Varnish Co. of Kansas City, Mo., with Fred R. Warrick, Jr., as general sales manager. The new sanitary maintenance division of the paint firm has just begun the marketing of a line of specialties for the school, hospital, institutional, and allied fields. The company has plants in Kansas City, Detroit, St. Louis, Cincinnati, Fort Worth, and Houston. Mr. Warrick has had a wide acquaintance in the sanitary specialty and flooring fields for the past ten years. He was first employed in the sales department of the Hillyard Chemical Co. of St. Joseph in 1922. In 1924, he helped organize the Shine-All Sales Co. for the sale and distribution of sanitary maintenance products.

—o—

Solutions of rotenone hydrochloride and acetylrotenone become toxic to goldfish at very low concentrations, less than 0.002 mgm. per liter, but with solutions of rotenolone the theoretical threshold of toxicity is 0.020 mgm. per liter. The theoretical velocity of fatality of rotenone hydrochloride increases in concentration at a higher rate than do those of acetylrotenone and rotenolone (about three and one-third and twenty times as much, respectively). The minimum survival times of these three substances, in the order, acetylrotenone, rotenolone and rotenone hydrochloride, are 95, 115 and 125 minutes. W. A. Gersdorff. *Journal of the American Chemical Society*, volume 55, 1933, pages 1147 to 1152.

REILLY
Coal Tar PRODUCTS
Carbon PRODUCTS
Chemicals

CRESYLIC ACID
CRESOL
CRESOL U. S. P.
XYLENOL
TAR ACID OILS
NAPHTHALENE
REFINED
(flake, ball and chipped)

. . . and other Coal Tar Chemicals for the

SOAP and DISINFECTANT INDUSTRY

REILLY
Tar & Chemical Corporation
Merchants Bank Bldg. Indianapolis
500 Fifth Ave., New York City

"SERRID" PRODUCTS of DERRIS ROOT

A complete range of Derris products uniform as to qualities, standardized as to Rotenone content, and sold on this basis. Available in large quantities to manufacturers of insecticides.

For Fly Sprays
"SERRID" DOUBLE X

A combination Rotenone pyrethrum oil concentrate that will stay in solution,—a decided improvement in the field. Sold on a kill basis as high as 85%. With this base manufacturers may improve their product and lower their costs.

For Agricultural Sprays
"SERRID" SUPERSPRAY

A finished concentrated liquid plant spray sold in bulk for repackaging. Highly effective against mealy bug and red spider. Tested and proven by prominent entomologists.

DERRIS, Inc.
79 WALL STREET, NEW YORK

MEMBER NATIONAL ASSN. INSECTICIDE AND DISINFECTANT MFRS. INC. 1914 INC.

Powdered Root, standardized, is most effective in household powders. For protection of vegetable and fruit crops, powdered Derris Root is not only efficacious but leaves no poisonous residue.

VOGEL

A substantially constructed sprayer that will stand up under hard usage, priced at a remarkably low figure.

SPRAYERS

Regular hand type, also continuous. Sturdy, well designed. The greatest value for your money in sprayers.

CANS

Standard stock sizes for liquid insecticides and disinfectants. Plain or lithographed. A gross or a carload. The standard insecticide container.

Deodorizing Block Holders
Shaker Top Cans for Para

Plain stock types or specially lithographed

WILLIAM VOGEL & BROS., Inc.
37-47 South 9th St. **Brooklyn, N. Y.**

Urges Fabric Repellants for Moths

Impregnating the fabric with moth repellants must be the future line of expansion in moth damage prevention if it is to be successful and cut down the heavy annual toll, in the opinion of H. E. Ritchey, research specialist for the Textile Foundation. He states that 600 brands of insecticides on the American market are waging a losing fight against clothes moths. He states that sprays are not ordinarily thorough enough and that fumigants such as paradichlorbenzene and naphthalene are too frequently not used in air-tight closets or cabinets. He urges a "built in" moth-proofing material, one which is first effective, has no objectionable odor, will adhere evenly to the fabric and not dust off, not toxic to humans and reasonably priced. He is now studying the application with the dyestuff.

—o—

McQuinn Heads Williams Sealing Corp.

Carl McQuinn is now directing the affairs of the Williams Sealing Corp., Decatur, Ill., manufacturers of "Kork-N-Seal" caps, following the resignation of O. L. Williams, president of the company since the death of his uncle several months ago. Mr. McQuinn was formerly in the advertising business, having had his own agency in Winnetka, Ill., and among other accounts handled that of the Williams Sealing Corp.

—o—

Continental Offers New Anti-Bootleg Can

Continental Can Co., New York, has developed a new package which is expected to eliminate the substitutions of bootleg oil for the widely-advertised brands of high-grade motor oil. It has already been adopted by several of the largest refiners who will introduce it in various sections as rapidly as present facilities can be changed over. The new method involves packaging the oil at the refinery in sealed, non-refillable, tamper-proof tin cans. The oil is put into the customer's automobile by the use of a special dispensing funnel into which a sealed can is placed. The funnel has a device to cut the can open and after the oil has once been drained, the package cannot be used again. This is the latest of a number of new packages introduced by the Continental Can Company in the past two or three years.

—o—

Vermin-destroying compositions are made in the form of solid masses which vaporize at the place of use. Thus, these compositions may contain solid carbon dioxide, mixed with chemicals such as hydrocyanic acid, cyanogen chloride or ethylene oxide. Suitably added are also irritating or "warning" substances. Deutsche Gold und Silber-Scheideanstalt vormals Roessler. British Patent No. 353,354, filed November 14, 1929.

—o—

Senoret Chemical Co., St. Louis, has appointed Anfenger Advertising Agency, Inc., St. Louis, to direct advertising for its "Terro" insecticide.

HOOKER
'PARADI'

(Reg. U. S. Pat. Off.)

Hooker Paradichlorbenzene is specially prepared for use in the manufacture of moth preventives and deodorants and is offered in six standard crystal sizes.

Ready for immediate shipment in 200 and 100 pound barrels and 50 and 25 pound kegs.

HOOKER CHEMICALS

Caustic Soda	Benzyl Alcohol
Liquid Chlorine	Benzotrichloride
Bleaching Powder	Chlortoluene
Muriatic Acid	Aluminum Chloride
Monochlorbenzene	Antimony Trichloride
Ortho-dichlorbenzene	Arsenic Trichloride
Para-dichlorbenzene	Tin Tetrachloride
Trichlorbenzene	Ferric Chloride
Tetrachlorbenzine	Ferrous Chloride
Hexachlorbenzene	Sulfur Monochloride
Sodium Benzoate	Sulfur Dichloride
Ammonium Benzoate	Sulfuryl Chloride
Benzoic Acid	Thionyl Chloride
Benzoic Anhydride	Acetyl Chloride
Benzoyl Chloride	Propionyl Chloride
Para-nitrobenzoyl Chloride	Alpha-Chlornaphthalene
Benzyl Chloride	Special Salt
	Hydrogen

HOOKER ELECTROCHEMICAL COMPANY

Eastern
Plant—Niagara Falls, N. Y.
Sales Office—60 E. 42nd St., New York

Western
Plant—Tacoma, Washington
Sales Office—Tacoma, Washington

1527

The Modern Insecticide

Uniform — Dependable — Quick

Insecticide users have learned to demand a product which will act quickly, kill certainly and which shall be uniformly dependable. To satisfy this demand, a new type of insecticide has been developed which acts more quickly and kills more certainly than any natural product does. In addition, it is free from the inescapable variations of natural products.

LETHANE 384

satisfies every insecticide requirement. It is safe and sure in its action. It kills more rapidly. Most important of all, it does not vary from lot to lot. Lack of uniformity will injure the reputation of your product more seriously than any other factor. Eliminate uncertainty. You can depend upon Lethane 384.

Röhm & Haas Co., Inc.

222 West Washington Square, Philadelphia, Pa.

CIN-MADE CONTAINERS

Makers of all kinds of insecticides, cleansers, soap powders, deodorants, paradichlorbenzine blocks and crystals, and many other similar products use CIN-MADE cylindrical fibre containers. From a wide variety of styles, sizes and colors there is a CIN-MADE container to meet your individual requirement. A large stock of all standard sizes is always carried in stock enabling us to offer 24 hours' service on rush orders. Prompt service on special sizes.

A FEW CIN-MADE STARS

1. Single holders for para blocks. **2.** Special single holder with diamond cut holes and duo finish. **3.** Multi-type container for para blocks. **4.** Revolving nickeloid sifter cover. **5.** Aluminum pour-out spout type. **6.** Non-neck style—semi-perforated screw cap. **7.** Tin slip-on cover—semi-perforated. Samples and prices on request

THE CIN-MADE CORPORATION FORMERLY THE CINCINNATI MAILING DEVICE CO.
294 EGGLESTON AVENUE CINCINNATI, OHIO

Say you saw it in SOAP!

Blake Mfg. Co., Springfield, Mass., is introducing a new electric, steam vaporizing machine for the extermination of insects, under the name "X-Termador." Special highlights of the "X-Termador" are its clog-proof nozzle convenient handle, and patented electrodes which automatically shut off immediately when the water gets below a certain point. There is also special provision made for preventing condensation in the chamber which leads to the nozzle, assuring a steady flow of steam.

—o—

Sprai, a British made fly spray, is now being advertised and sold to the trade in Canada by Richardson Agencies, Ltd., 218 Front St., E., Toronto. A special deal offer including 1 doz. 4 oz. cans, 2 doz. 8 oz. cans, ½ doz. 16 oz. cans, and two 32 oz. cans is priced at $7.20 with an indicated retail selling price for the lot of $12.30. Listed retail prices are 15c., 25c., and 50c. per can.

—o—

The new copy theme employed on "Dri-Brite" liquid wax subordinates the "no rubbing—no polishing" idea, which is now so commonly used in advertising all products of this type, and stresses the fact that "Dri-Brite" is odorless and not greasy. Miracul Wax Co., maker of "Dri-Brite," is using space in *Good Housekeeping*, *Saturday Evening Post*, *Ladies' Home Journal* and *McCall's*, and is also using the Columbia radio broadcasting chain.

—o—

Theodore Metcalfe Co., Boston, has developed and is now marketing a germicide for use as a spray for the telephone booth and mouthpiece. The product, sold under the name "Telacide," is packed in a 3-ounce bottle. It is priced, with a 2-ounce atomizer, at 65c. Sales are at present being concentrated in New England for use in business phones.

—o—

H. W. Baldwin, president of the Baldwin Laboratories, Shakertown, Penna., manufacturers of an odorless liquid insecticide, "Dwin," spent a week in New York early this month arranging for new equipment for the company's plant and in making new sales arrangements.

—o—

R. L. Watkins Co., Cleveland, maker of "Dr. Lyons Tooth Powder" and "Watkins Coconut Oil Mulsified Shampoo," has added "Dr. Lyons Astringent Mouth Wash" to its line.

—o—

Magnus, Mabee & Reynard, Inc., New York have issued a catalog and price list as of March-April 1933, covering essential oils, aromatics, balsams, etc.

—o—

Continental Can Co. has just announced plans for construction of a new branch plant and warehouse in Houston, Texas.

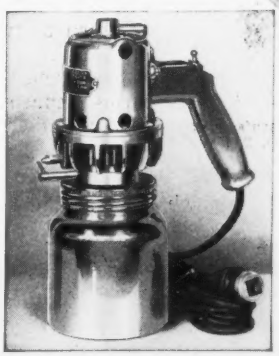
Increase The Sale Of Your Products With Breuer's

TORNADO Electric Sprayers

You can increase the sale of your insecticides by supplying your customers with the proper method of application.

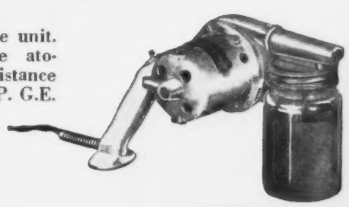
TORNADO Electric Sprayers lead the field. Thousands in use. New developments and improvements in design and construction place TORNADO Sprayers far in advance of out-of-date methods, insuring satisfactory application and encouraging the more frequent use of your product.

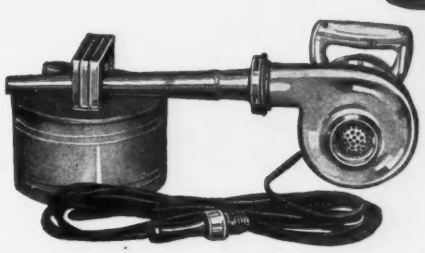
There is no line so complete or that embodies so many exclusive and modern features of sprayer design and operation. Three models—see illustrations and descriptions below.



Model 53 new Compressor Type unit. Will break insecticide into *finest* mist and gas formation mechanically obtainable. Floats throughout spraying area for many minutes—a truly de luxe model! ⅛ H.P. G.E. Universal Motor. 1 quart metal container. 20′ of rubber covered cable.

Model 50 Fan Type unit. A fine insecticide atomizer. Sprays distance of 8′ to 10′. ⅛ H.P. G.E. Universal Motor, 1 pint glass jar. 20′ of rubber covered cable.





Model 6 Fan Type unit. Will break insecticide into a very fine mist. Sprays 18′ to 20′. ⅓ H.P. G.E. Universal Motor, Norma Ball Bearings, 1 gallon metal container. This model is for larger institutions, warehouses, industrials, etc., and is also highly recommended for moth-proofing solutions. Write today for complete description and circulars.

MEMBER NATIONAL ASSN. INSECTICIDE AND DISINFECTANT MFRS. INC. 1914 • INC •

BREUER ELECTRIC MFG. CO.

862 Blackhawk St. Chicago, Ill.

Covered by basic patents. Manufactured under license from the American Sundries Co., Brooklyn, N. Y.

New!

ELECTRIC - STEAM EXTERMINATOR

Specially constructed for the trade at extremely low prices in quantity.

We do *not* manufacture or sell insecticides. Market your own brand.

A SAFE and sure steam vaporizer for insecticide application . . . . rugged construction . . . . automatic shut-off . . . . no fire hazard . . . . 32 oz. boiler capacity . . . . this super-machine throws a smooth fine mist ten to twelve feet . . . . for use with the special steam-insecticide liquids . . . . for professional exterminators or for sale with your liquid to apartment houses, rooming houses, hotels, hospitals, institutions, poultry farms, kennels, dairies, steamships, restaurants, bakeries, groceries, butchers, and other places where insects are apt to breed.

This new method of exterminating is arousing wide interest. Capitalize it.

Sold to the wholesale and jobbing trade *only*. Let us quote you prices.

DU-LA MANUFACTURING CO.

118 So. Portland Ave. **BROOKLYN, N. Y.**

New!

GUNMETAL FINISH STEEL

No. 3C Shipping and Storage Drum

Manufacturers and shippers of liquid, soft and powdered soap products, or other chemicals, will find the new Gunmetal Finish Steel, now being used in the complete line of BENETCO barrels and drums, of vastly superior quality.

Tougher, with glass-smooth surface and no scale to rub or peel off, it provides greater durability, cleaner and more attractive appearance — all at no extra cost to you. We shall be glad to send samples and complete information on request.

WILSON & BENNETT MFG. CO.

Southern Division
Cortez and Bienville Sts.
New Orleans, La.

General Offices
6520 S. Menard Avenue
CHICAGO

Eastern Division
455 Third Street
Jersey City, N. J.

Silver Finish Steel for Small Containers

Say you saw it in SOAP!

Extractive Efficiency of Kerosene

The extractive efficiency of kerosene on pyrethrum powders of varying degrees of fineness was tested by comparing the insecticidal efficiency of such extracts with standard extracts of pyrethrum, which contain 50, 75 and 100 per cent of the active constituents. House flies were used in the insecticidal tests and the time, in seconds, until 50 per cent of the flies were paralyzed, was used as the main criterion for determining insecticidal power. Mortality data were taken, but the percentage kill was not a sufficiently sensitive index to indicate small differences in the pyrethrin content of kerosene extracts. The efficiency of extraction on 12, to 15, 20, 30 and 45 mesh pyrethrum powders was about the same in each case. It is estimated that 80 per cent extraction of the active constituents was obtained. Extraction of 200 mesh pyrethrum powder was more efficient, however, giving approximately 90 per cent of the active constituents. Apparently the achenes, which contain a very large proportion of the active constituents, are not thoroughly crushed in powders varying from 12 to 45 mesh, whereas with 200 mesh powder the achenes are entirely broken up. This difference might account for the observed differences in the extractive efficiency of kerosene on these various grades of powder. Henry H. Richardson. *Journal of Economic Entomology*, volume 26, 1933, pages 252 to 259.

—o—

American Home Products Corp. earned net profit of $496,000 during the first two months of 1933. On Feb. 28 current assets were $6,335,000 of which $1,857,000 was cash.

—o—

Exports of household disinfectants, deodorants, germicides, etc., from United States, during January, 1933, amounted to 104,374 lbs., valued at $9,160.

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Disinfectant and Insecticide Patents

(*From Page 85*)

ELECTRIC INSECT DESTROYER. 1,895,570 (Jan. 31, 1933; appl. Nov. 18, 1930). William M. Frost, Spokane, Wash.—An electric insect destroyer is described. Reference is made to patent No. 974,785, issued November 8, 1910, to William M. Frost, Spokane, Washington.

DIALKYL RESORCINOLS. 1,897,188 (Feb. 14, 1933; appl. July 7, 1932). Walter G. Christiansen, Glen Ridge, N. J. and Sidney E. Harris, Lynbrook, N. Y.—E. R. Squibb & Sons, New York, N. Y.—The patentees claim dialkyl resorcinols of the general formula $C_6H_2(OH)_2R'R''$ where R′ and R″ represent different alkyls one of which contains three or more carbon atoms. Among the many dialkyl resorcinols within the purview of the invention are the methyl propyl, the methyl butyl, the ethyl propyl, the methyl amyl, the ethyl butyl, the methyl hexyl, the ethyl amyl, the propyl butyl, and the propyl amyl. Dialkyl resorcinols of this invention are characterized by special germicidal activity.

INSECT DESTROYER. 1,897,263 (Feb. 14, 1933; appl. Jan. 8, 1931). Olaf Kyllo, Kettle Falls, Wash.—Insects are attracted to this electrocuting device by an electric light. This simple and inexpensive apparatus has been found particularly useful for destroying all orchard pests belonging to the moth family and thereby eliminates the necessity of spraying orchards. The apparatus has also been used to advantage in destroying the corn borer and obviously will be useful to destroy other pests that originate from moths.

MEMBER NATIONAL ASSN. INSECTICIDE AND DISINFECTANT MFRS. INC. 1914 INC.

REFINED
NAPHTHALENE
PRIME WHITE

For deodorizing and moth prevention products

CHIPPED
CRUSHED
POWDER
CRYSTALS
(*sifted*)
FLAKES

Factories at
KEARNY·N.J.–CINCINNATI·O.
Send inquiries to
THE WHITE TAR COMPANY
BELLEVILLE PIKE - KEARNY · N.J.

KOPPERS

Say you saw it in SOAP!

CRESYLIC ACIDS

CRESOLS

TAR ACID OILS

COAL-TAR SOLVENTS

Barrett Standard Chemicals

Barrett Standard Chemicals are the result of careful research and years of successful manufacturing experience. The scientific control exercised in their production results in uniformly dependable, high-quality products.

A competent Barrett Technical Staff will gladly help you in production problems involving the use of Barrett Standard Chemicals. 'Phone, wire or write.

The Barrett Company

40 Rector Street, New York, N. Y.

STEEL DRUMS

That are built to last!

30-55-110 gal. sizes

The BEST Containers for

LIQUID SOAPS
DISINFECTANTS
CLEANSERS
ESSENTIAL OILS
VEGETABLE OILS
CHEMICALS
GLYCERIN
ETC.

Black, Galvanized, Tinned

Sturdy and long lasting, the Trageser heavy duty steel drum will be carrying your materials to market long after cheap containers have found the junk pile. Order a sample drum.

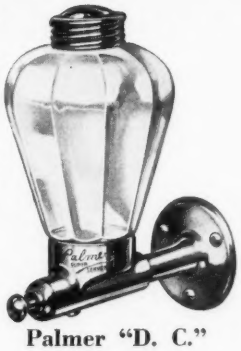
JOHN TRAGESER STEAM COPPER WORKS
GRAND STREET MASPETH, L. I., N. Y.

Special tanks, tubs, pails, etc.

Palmer Soap Dispensers

The Palmer line includes a type and size dispenser for every requirement . . . in a complete price range.

The Super Server, illustrated at right, is a low-priced push-in type dispenser that is an exceptional value. Metal parts are non-corrosive, stainless, chrome alloy. Beautiful natural chrome finish bracket. Valve parts are easily removed for cleaning or replacement. Crystal glass decagon bowl (opal glass on special order). Large one-inch opening for easy filling. A neat, compact, durable dispenser. The lowest-priced push-in dispenser.



Palmer "D. C." Dispenser
(Dependable Construction)

The lowest-priced dispenser of this type ever offered. Not necessary to remove or invert bowl for filling—pour in soap through one-inch top opening. Has simple, positive, spring-controlled valve. Regularly furnished with decagon bowl like Super Server, or with round bowl on special orders.

Palmer PRODUCTS INC
WAUKESHA, WIS.
Adjacent to Milwaukee

We manufacture a complete line of janitor and sanitary supplies. Write for our distributor proposition.

CLASSIFIED ADVERTISING

Classified Advertising—All classified advertisements will be charged for at the rate of ten cents per word, $2.00 minimum, except those of individuals seeking employment where the rate is five cents per word, $1.00 minimum. Address all replies to Classified Advertisements with Box Number, care of *Soap*, 136 Liberty St., New York.

Note: All advertisements must be in publisher's hands by the first of the month for that month's issue.

Positions Wanted

Soap and Wax Chemist: Absolute perfect manufacturing any kind of soap, cleaning-compounds, disinfectants and self-polishing wax. Analytical control. Hard worker. Best references. Interested in new connection with more responsibility. Address Box 191, care *Soap*.

Plant Manager—Chemist, age 36, fifteen years' practical experience in textile, laundry, toilet soaps; glycerine recovery. Address Box 192, care *Soap*.

Soapmaker and Chemist—with long years' experience and excellent past record as expert in the manufacture of all kinds of soap, desires new connection with progressive concern. Address Box 193, care *Soap*.

Superintendent Soap Maker, Perfumer—All kinds profitable soda, potash laundry, toilet soaps, perfumes, cosmetics. Escribo castellano—Install factories. Address Box 194, care *Soap*.

Expert Toilet Soapmaker, with long experience in making soaps from cheapest to the finest French milled toilet soaps, seeks position. Can give instructions as to making and installing small plants. Address Box 196, care *Soap*.

Chemical Engineer, Soapmaker and Factory Superintendent;—boiled and cold made soaps; three years in Spanish speaking country. Address Box 189, care *Soap*.

A master soap maker, 52 years experience all kinds of potash and soda soaps, also face and shaving creams, toilet and shampoo soaps, will send formulas with detail instructions and short cuts easy and practical at a reasonable price. References supplied. Address Box 195, care *Soap*.

CLEANING POWDERS

Supply the kind your trade wants . . . insure repeat orders

Let us make up your CLEANING POWDERS using your own names and labels.

Build up the business on *your own brand.*

Special formulas developed.

Write for further details

KEMIKO MFG. CO.

187 Murray St. Newark, N. J.

IF you have a packaging problem that demands immediate attention, your telephone will put you in instant touch with your local Sefton sales representative, whose name is listed in the yellow pages of your telephone directory. Sefton Fibre Cans are available in a variety of styles, shapes and sizes and are made to fit individual specifications.

Write or wire
SEFTON NATIONAL FIBRE CAN CO.
3207 Big Bend Road, Maplewood, Saint Louis, Missouri

SEFTON CANS

Know What You Are Buying

As a buyer or consumer of liquid insecticides you must have some medium for ascertaining the efficiency of the products you purchase and sell.

Why guess or be in doubt? You have at your disposal a medium for purchasing insecticides on an intelligent basis.

Entomological testing by the Peet-Grady method, and chemical examination of insecticides are now available.

Charges are moderate, and our completely equipped and expertly directed laboratory is at your service.

ENTOMOLOGICAL TESTING LABORATORIES, INC.

114 E. 32nd St. New York, N. Y.

Grinds Everything Grindable

Insect Flowers

The "JAY BEE" hammer mill is designed to grind Pyrethrum Flowers for the greatest yield of Pyrethrins. Economy of grinding and uniformity of grind are not equaled by any other reducing process.

SOAP FLAKES! The "JAY BEE" makes a fine, uniform powder, grinding without heat or friction.

GRINDS Roots—Herbs — Barks — Seeds — Leaves — Spices — Nuts — Chemicals — of all kinds—Tobacco leaves and stems! The "JAY BEE" grinds everything fine, fast, cool, uniform at a lower cost per ton than any other grinder made.

Sturdy steel construction, built to last a lifetime. "JAY BEE" mills are complete and compact. Require small space. Sizes and styles to meet every grinding requirement: 2 H. P. to 100 H. P. with belt, V-belt and direct-connected drives.

Write for descriptive literature. Submit your grinding problems. Send us samples of any material you want ground.

"JAY BEE"

The World's Greatest Grinder

Manufactured by The Bossert Corp., Utica, N. Y.
The World's Largest Builders of Hammer Mills.

Used by the largest plants in the industry.

J. B. SEDBERRY, Inc., 140 Hickory St., Utica, N.Y.

IF YOU SELL

VITOZONE PROCESS DEODORANTS

—YOU'LL SELL MORE!

Exclusive new perfuming process of PURE PARA—dichlorobenzene under pressure up to EIGHTY TONS produces the VITOZONE DEODORANT BLOCKS.

MORE CONCENTRATED
MORE EFFICIENT
MORE ECONOMICAL

Write for Sample, Odors, Sizes and Price for packaging under

YOUR OWN LABEL

FULD BROS. Inc

2310 Frederick Ave., Baltimore, Md.

Sanitary Chemicals For Jobbing Trade

PHOSPHORUS PASTE

Insecticide and Rodent Killer

The SPECIFIC INSECTICIDE for Water Bugs is also an excellent rat killer.

Exterminators if you are interested in a product that will really kill water bugs, the roaches that breed in dark damp places try our Phosphorus Paste for Pests.

This product is also a rat killer of unusual potency.

Sold in fifty pound pails and unconditionally guaranteed.

POISON GRAINS

Effective and economical exterminators of mice.

Poison Rye (colored green)
Poison Oats (colored blue)
Poison Wheat (colored red)
Poison Barley (colored purple)
Poison Canary (natural color)
Mixed Poison Grains (colored four seed mixture)

Packed in fifty and one hundred pound drums.

We manufacture bulk products for the trade *only*.

SENNEWALD DRUG COMPANY, Inc.

800 Hickory Street Saint Louis, Missouri

Established 1855

Say you saw it in SOAP!

Superintendent—Can make and analyze all kinds of soap and soap materials. Address Box 188, care *Soap*.

Superintendent and Practical Soapmaker—20 years' experience, economical methods working cotton oil soap stock, financial statements of profits—made by past record. Address Box 172, care *Soap*.

Positions Open

Soapmaker Wanted; for small plant being started in South. Expert in semi-boiled process, laundry and toilet soaps. Give full data as to experience, reference, age, nationality, salary. Address Box 185, care *Soap*.

Wanted: Sales agent for well-known private brand soap manufacturer for Eastern Seaboard with headquarters in New York. Agent must know the field thoroughly and the buyers in it. Can purchase interest in plant if desired. Address Box 181, care *Soap*.

Opening: For a trained man with practical experience in the manufacture and application of Finishing products for textiles. Send application with references to Box 171, care *Soap*.

Miscellaneous

Attention Soap Manufacturers:—Do you want distribution of your product in New York State? Our salesmen are now calling on the following trades: merchandising jobber, department and chain stores, wholesale and retail trade for leading soap manufacturers. Address Box 190, care *Soap*.

Wanted—A jobber of sanitary supplies or janitor supplies in Cleveland and in St. Louis who is in a position to handle a complete Sanitary Service, long established and well-known, on an exclusive basis in those cities. If you are exclusively a jobber in either of the cities mentioned and interested in handling this service on a contract basis, communicate with Box 178, care *Soap*.

For Sale: Excellent business manufacturing Moth Cakes—in colors on card—Dies, Patent Rights, Equipment, etc. Little Cash necessary. Address Box 186, care *Soap*.

Will **pay $50.00** each for exceptional formulae for Metal Polish, Silver Polish and Furniture Polish. Address Box 187, care *Soap*.

REBUILT SOAP MACHINERY

1—8″ H. A. Plodder
1—Ralston Power Soap Press
2—16 x 40 Watercooled Roller Mills
Sargent Dryer and 5-Roll Chilling Unit
20—1200 lb. Frames
1—Colton Tube Filler
2—Foot Para Block and Soap Presses
1—Houchin Amalgamator
3—Dopp and Houchin Vertical Crutchers
1—1500 lb. Horizontal Crutcher
5—Granite Stone Mills, 3 and 4 rolls
1—Simplex Soap Powder Grinder
Cutting Tables, Slabbers, Kettles, Pumps, Tanks, Filter Presses, Wrapping Machines, Tube Fillers, Closers, Crimpers, Dry Powder Mixers, etc.

Send for Complete List (Bulletin No. 10)

We buy and sell from single items to complete plants.

Stein-Brill Corporation

25 Church Street New York, N. Y.
Phone: BArclay 7—4851 Cable Address: "BRISTEN"

We Manufacture

For The Trade ONLY

Liquid Soap Base
Auto Soaps
Potash Oil Soap
Shampoo
U.S.P. Cresol Compound
Coal Tar Disinfectants
Liquid Soap
Pine Oil Soap
U.S.P. Green Soap
Shampoo Base
Pine Oil Disinfectants
Insecticides

Ask for samples of these specialty bulk products

HARLEY SOAP CO.

2852 E. Pacific St. Philadelphia

Perfumed Opalescent

CONCENTRATED VEGETABLE OIL SOAP

in

SELF-DISPENSING DRUMS

Under Your Private Label

SOAP POWDERS DETERGENTS

Cocoanut Oil Bases
Paste Tile Soaps
Self Polishing Wax
Genuine German Potash Soap
Natatorium Powder

(Other specialties are available)

Location of Our Plants and Research Facilities Save You Money

PAPER MAKERS CHEMICAL CORPORATION

Industrial Chemical Department

Easton, Pa. Kalamazoo, Mich. Milwaukee, Wis.

Wilmington, Del. Portland, Ore.
Holyoke, Mass. Pensacola, Fla.
Stoneham, Mass. Jacksonville, Fla.
Albany, N. Y. Savannah, Ga.
Lockport, N. Y. Atlanta, Ga.
Carthage, N. Y. Marrero, La.
Freeman, Ont., Canada

COLORS

SOAP YELLOW
No. 4321

is a color you will be pleased with. It produces a real yellow shade, and is fast.

•

Ask for sample

•

INTERSTATE COLOR CO., Inc.
Suite 819—41 PARK ROW
NEW YORK CITY

found money

If *you* are not using Vioflor you are throwing away 40% to 70% of your cost for perfuming insecticides, naphthas, polishes, inks, para-blocks, etc . . . .

Without changing the odor effect now in your product!

It takes but a few minutes to demonstrate this.

Allow us to submit samples and further details.

Manufactured by CREPIN & DOUMIN, Ltd., London, England

Sold in the United States and Canada by

JOHN POWELL & CO., Inc.
114 East 32nd Street :: :: New York, N. Y.

Olive Oil

Olive Oil Foots

Deliveries spot and future in barrels, tank cars, drums or tank wagons.

ESSENTIAL OILS

Lemon—Bergamot—Orange

LEGHORN TRADING CO.
INC.
155 East 44th St., New York

Phone: VAnderbilt 3—6361-2-3

ITALY — SPAIN — GREECE — TURKEY — AFRICA

Are You Interested in getting a good live salesman? Twenty years with my last employer. What line have you for me to sell? Write or wire—R. L. Regester, 6823 Thomas Boulevard, Pittsburgh, Pa.

For Sale: Soap Factory and Chemical Business. Lifetime opportunity. Operating condition. Little needed to modernize. 30,000 pounds weekly (chip, bar, powder). Only soap factory within 300 miles. 1,000,000 population within 50 miles. Yearly soap import to trade territory over $25,000,000. Center of world's greatest tallow, cotton oil, gas and oil production. Small down payment. Don't answer unless you can manage and finance operations. No indebtedness. Address Box 170, care *Soap*.

Refiners of whale, sperm and menhaden oils are now quoting on a pound basis, having abandoned the old practice of quoting these products at a gallon price, figuring on the inaccurate basis of 7½ pounds per gallon.

—o—

A bill before the Iowa State Legislature provides that all soaps carry on the wrapper or stamped on the cake the names of the oils or fats from which the soap is made. The bill, No. 420, to take effect Jan. 1, 1934, has been referred to the Judiciary Committee.

TRISODIUM
DISODIUM
PHOSPHATES

PREFERRED for their colorless crystals, uniform size and sparkling appearance. Prompt deliveries made from convenient distributing points. Packed in 325-pound paper-lined barrels and paper-lined kegs. Also in bags.

BOWKER
CHEMICAL COMPANY
419 Fourth Ave., New York City

Pylaklor 53

Fast Green Color
For all Soaps

Fast to Light
Fast to Alkali
Age-Proof

Priced for Exceptional Value. It will pay you to send for a free sample of Pylaklor 53.

Pylam Products Co., Inc.
Mfg. Color Chemists
799 Greenwich St., New York

SOAP MACHINERY
Every item shipped from our shops at Newark, N. J., is thoroughly overhauled and rebuilt before shipment.

SPECIALS
1—Soap Chip Dryer, 1200 lb.
2—Dopp 650 gal. Steam Jacketed Kettles.
1—Dopp 1200 lb. Steam Jacketed Crutcher.
1—Hershey 1000 lb. Horizontal Jacketed Crutcher.
1—1000 lb. All Steel Soap Powder Mixer.
2—Holmes & Blanchard 24" and 36" 4 cage Disintegrators, for grinding soap powder—no screens, no plugging.

25—Soap Frames, 60"x45½"x14", with trucks.
6—Plodders, Houchin, Rutschman, 4", 4½" double screw, 6", 8", 10".
14—Filter Presses, 42"x42" to 12"x12".
8—Granite Mills, 3 and 4 roll, 12", 18" and 24".
15—Horizontal Mixers, Jacketed and Plain, 15 gal. to 1000 gal.
MISCELLANEOUS—Kettles, Mixers, Pony Mixers, Powder Fillers, Tube Fillers, Labelers, Soap Presses, Soap Wrappers, Tanks, Boilers, Pumps, etc.

Send for Latest Bulletin.

CONSOLIDATED
PRODUCTS COMPANY, INC.
15-21 Park Row, N. Y. C. BArclay 7—0600
We buy your idle Machinery—Single items or entire plants.

Where to buy

RAW MATERIALS AND EQUIPMENT

for the Manufacture of Soaps and Sanitary Products

NOTE: This is a classified list of the companies which advertise regularly in *Soap.* It will aid you in locating advertisements of raw materials, bulk and private brand products, equipment, etc., in which you are particularly interested. Refer to the Index to Advertisements, on the following pages, for page numbers. *"Say you saw it in SOAP."*

ALKALIES

American Cyanamid & Chemical Corp.
Columbia Alkali Co.
Hooker Electrochemical Co.
Niagara Alkali Co.
Solvay Sales Corp.
Stauffer Chemical Co.
Warner Chemical Co.
Welch, Holme & Clark Co.

AROMATIC CHEMICALS

Dodge & Olcott Co.
P. R. Dreyer, Inc.
E. I. du Pont de Nemours & Co.
Felton Chemical Co.
Fritzsche Brothers, Inc.
Givaudan-Delawanna, Inc.
Magnus, Maybee & Reynard, Inc.
Merck & Co.
Monsanto Chemical Works
Naugatuck Chemical Co.
Newport Chemical Works
Sherka Chemical Co.
Solvay Sales Corp.
A. M. Todd Co.
Ungerer & Co.
Van Ameringen-Haebler, Inc.
Albert Verley, Inc.

BULK AND PRIVATE BRAND PRODUCTS

Baird & McGuire, Inc.
Chemical Supply Co.
Clifton Chemical Co.
Davies-Young Soap Co.
Eagle Soap Corp.
Fuld Bros.
Harley Soap Co.
Hull Co.
Kemiko Mfg. Co.
Koppers Products Co.
Kranich Soap Co.
Palmer Co.
Papermakers Chemical Corp.
Philadelphia Quartz Co.
John Powell & Co.
Geo. A. Schmidt & Co.
Sennewald Drug Co.
Silmo Chemical Co.
Solshine Mfg. Co.
Stevens Soap Corp.
U. S. Sanitary Specialties Corp.
White Tar Co.
Windsor Wax Co.

CHEMICALS

American Cyanamid & Chemical Corp.
Bowker Chemical Co.
Columbia Alkali Co.
E. I. du Pont de Nemours & Co.
General Chemical Co.
Grasselli Chemical Co.
Hooker Electrochemical Co.
Mechling Bros. Chemical Co.
Merck & Co.
Monsanto Chemical Works
Newport Chemical Works
Niagara Alkali Co.
Philadelphia Quartz Co.
Solvay Sales Corp.
Standard Silicate Co.
Stauffer Chemical Co.
Swann Chemical Co.
Joseph Turner & Co.
Victor Chemical Works
Warner Chemical Co.
Welch, Holme & Clark Co.

COAL TAR RAW MATERIALS

(Cresylic Acid, Tar Acid oil, etc.)

American Cyanamid & Chemical Corp.
Baird & McGuire, Inc.
Barrett Co.
Koppers Products Co.
Monsanto Chemical Works
Reilly Chemical Co.
White Tar Co.

CONTAINERS

Cin-Made Corp. (Fibre Cans)
Cleveland Container Co. (Fibre Cans)
Maryland Glass Corp. (Bottles)
Metal Package Corp. (Tin Cans)
Owens-Illinois Glass Co. (Bottles)
Sefton National Fibre Can Co. (Fibre Cans)
William Vogel & Bros. (Tin Cans)

DEODORIZING BLOCK HOLDERS

Clifton Chemical Co.
Eagle Soap Corp.
Fuld Bros.
Oneida Chemical Co.
Palmer Co.
U. S. Sanitary Specialties Corp.
William Vogel & Bro.

ESSENTIAL OILS

Dodge & Olcott Co.
P. R. Dreyer, Inc.
Fritzsche Brothers, Inc.
Leghorn Trading Co.
Magnus, Maybee & Reynard, Inc.
A. M. Todd Co.
Ungerer & Co.
Van Ameringen-Haebler, Inc.
Albert Verley, Inc.

(Continued on Page 110)

Consulting Chemists and Engineers

Specializing in Soaps, Disinfectants, Insecticides, Polishes, Etc.

FOSTER D. SNELL, INC.

Chemists-Engineers

A technical organization offering complete consulting, research, operating and management service.

130 Clinton Street Brooklyn, New York

CONSULTING CHEMISTS AND ENGINEERS

offering their services to manufacturers of soaps, disinfectants, household insecticides, polishes, cleansers, etc., should keep themselves before the entire industry regularly through the use of space in this department of SOAP.

FRANK R. GUNN COMPANY

Analytical and Consulting Chemists

Ontario and Brabant Sts. Philadelphia, Pa.

Skinner & Sherman, Inc.

246 Stuart Street, Boston, Mass.

Bacteriologists and Chemists

Disinfectants tested for germicidal value or phenol coefficient by any of the recognized methods.

Research—Analyses—Tests

LLOYD A. HALL

Research and Consulting Chemist

Specialist in the analysis, development and improvement of soaps, disinfectants, insecticides, cleansers, polishes and allied products since 1915.

Complete Research and Consulting Services.

LABORATORIES

1415 W. 37th ST. CHICAGO, ILL.

Los Angeles Associate, Roger W. Truesdail, Ph. D.

REPELOCIDE

for 1933 sprays

is really — CLICKING!

You cannot afford to wait or doubt

your* NEW DEAL *for

Livestock and Household Sprays must be outstanding. Make it so by using

REPELOCIDE

the Combined Repellant and Toxic Activator

Let us send you full detailed information. Trial gallon $2.50 F.O.B. St. Louis.

THOROCIDE COMPANY

619 Clark Avenue St. Louis, Mo.

F. & S.

Quality Colors *for*

TOILET SOAPS

LIQUID SOAPS

TOILET PREPARATIONS

Long experience enables us to produce colors for all types of soaps.

If you have a shade you want matched send us a sample. We have complete facilities for matching.

Liquid soap colors a specialty—send for samples of F. & S. greens and ambers.

FEZANDIE & SPERRLE, Inc.

205 FULTON STREET

NEW YORK, N. Y.

Import—Manufacture—Export

Say you saw it in SOAP!

RAW MATERIAL and EQUIPMENT GUIDE

(*Continued from page* 108)

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MACHINERY

Alsop Engineering Co. (Liquid mixing, filling and storage)
Carnegie Steel Co. (Stainless Steel)
Anthony J. Fries (Soap Dies)
Houchin Machinery Co. (Soap Machinery)
Huber Machine Co. (Soap Machinery)
Illinois Steel Co. (Stainless Steel)
R. A. Jones & Co. (Automatic Presses and Cartoners)
Proctor & Schwartz (Dryers)
J. B. Sedberry Co. (Grinders)
Stokes & Smith Co. (Packaging Machinery)

MACHINERY, USED

Consolidated Products Co.
Newman Tallow & Soap Machinery Co.
Stein-Brill Co.

METAL CAPS

Anchor Cap & Closure Corp.
Crown Cork & Seal Co.
Ferdinand Gutmann & Co.

MISCELLANEOUS MATERIALS

Derris Inc. (Derris Products)
General Naval Stores Co. (Pine Oil-Rosin)
Hercules Powder Co. (Pine Oil and Rosin)
Ore & Chemical Corp. (Thallium Sulfate) Thallium
Pylam Products Co. (Lathering Agent)
Rohm & Haas Co. (Insecticide Base)
Sennewald Drug Co. (Poison Baits)
L. Sonneborn Sons (Petroleum Products)
Taylor Lowenstein & Co. (Rosin-Pine Oil)
Thoricide Co. (Insecticide Base)

OILS AND FATS

Leghorn Trading Co.
Newman Tallow & Soap Machinery Co.
Theobald Annual By-Products Refinery
Welch, Holme & Clark Co.

PARADICHLORBENZENE

E. I. du Pont de Nemours & Co.
Hooker Electrochemical Co.
Monsanto Chemical Works
Niagara Alkali Co.
Solvay Sales Corp.

PERFUMING COMPOUNDS

Dodge & Olcott Co.
P. R. Dreyer, Inc.
Felton Chemical Corp.
Fritzsche Brothers, Inc.
Givaudan-Delawanna, Inc.
Magnus, Maybee & Reynard, Inc.
Ungerer & Co.
Van Ameringen-Haebler, Inc.
Albert Verley, Inc.

PYRETHRUM PRODUCTS

(Insect Flowers, Powder and Pyr. Ext.)

W. Benkert & Co.
McCormick & Co.
McLaughlin, Gormley, King Co.
John Powell & Co.

SOAP COLORS

Eaton-Clark Co.
Fezandie & Sperrle
Interstate Color Co.
Pylam Products Co.

SOAP DISPENSERS

Auto-Sun Products Co.
Clifton Chemical Co.
Eagle Soap Corp.
Fuld Bros.
Palmer Co.
U. S. Sanitary Specialties Co.

SODIUM SILICATE

American Cyanamid & Chemicals Corp.
General Chemical Co.
Grasselli Chemical Co.
Mechling Bros. Chemical Co.
Philadelphia Quartz Co.
Standard Silicate Co.

SPRAYERS

Breuer Electric Mfg. Co.
Dobbins Mfg. Co.
Du La Mfg. Co.
Hudson Mfg. Co.
Lowell Sprayer Co.
Sprayit
William Vogel & Bros.

STEEL CONTAINERS

John Trageser Steam Copper Works (Pails and Drums)
Wilson & Bennett Mfg. Co. (Pails and Drums)

SULFONATED OILS

National Oil Products Co.
Richards Chemical Works

TRI SODIUM PHOSPHATE

American Cyanamid & Chemicals Corp.
Bowker Chemical Co.
General Chemical Co.
Grasselli Chemical Co.
Swann Chemical Co.
Victor Chemical Works
Warner Chemical Co.

FLOOR WAX

LIQUID
PASTE
POWDER

New Improved Self-Polishing Liquid Wax

UNDER YOUR OWN LABEL

We print the label

Send for Samples and Quotations

WINDSOR WAX COMPANY

50 Church Street — *REctor 2—0661* — Factory: 611-617 Newark St., Hoboken, N. J. — New York, N. Y.

"FILMA-SEAL"

(the double seal of cap and film)

Is used on many nationally known products

Prevents

Evaporation—Leakage—Tampering

Send us a few of your packages, glass or tin, to "FILMA-SEAL" and we will prove its advantages to you.

FERDINAND GUTMANN & CO.

Bush Terminal No. 19 — Brooklyn, N. Y.

Trade Marks Reg. — Pats. Pending

SOAP POWDER

FLUFFY AND HEAVY

Scouring Powder

and

Detergent

Packed in barrels or kegs.
In bulk to the trade.

STEVENS SOAP CORP.

200 Sullivan St., Brooklyn, N. Y.

CUmberland 6—3747

MECHLING'S

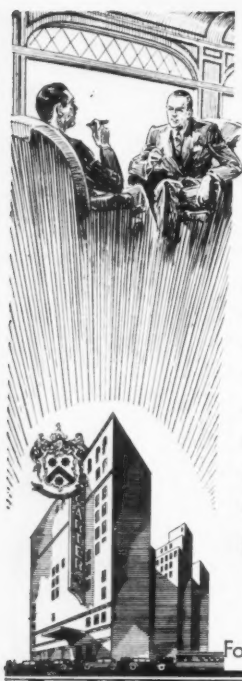
SILICATE OF SODA

ESTABLISHED 1869

MECHLING BROS. CHEMICAL COMPANY

PHILADELPHIA • CAMDEN, N.J. BOSTON, MASS.

Say you saw it in SOAP!



"There's a wonderful *NEW* Hotel in CLEVELAND."

It's new. It's modern. And it's so delightfully different. . Large comfortable rooms. . . Imposing beauty in lobby, dining room and coffee shop. . . Moderate rates for food. . . for rooms. . . and the added distinction of America's most popular dance orchestras playing nightly in the colorful new Rainbow Room.

600 ROOMS *with* BATH
$2.50 UPWARDS

Folsom B. Taylor, *Managing Director*

CARTER HOTEL
IN THE CENTER OF DOWNTOWN CLEVELAND

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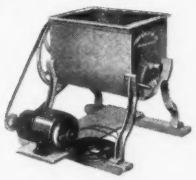
Say you saw it in SOAP!

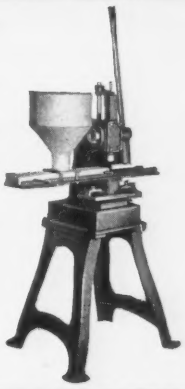
for low cost *in* para block *manufacture*



These two practical machines are all you need to produce high quality para blocks or cakes. The small machine on the left will thoroughly mix all ingredients. The large machine on the right will compress the mixture into any shape dies can give.

In addition, the mixer can be used on other dry products such as roach powder, cleansers, bath salts, etc. It will also give a smooth, soft and velvety texture to creams.

The hand lever press has more power than cheap foot presses. Inexperienced operators can rapidly turn out fine looking blocks. Send us some of your material and let us show you some specimen cakes. The press will save from 5% to 10% over the hot process.



HUBER MACHINE CO. 259 46th St., Brooklyn, N. Y.

Makers of Good Soap Machinery for Forty Years

IN CHICAGO

World's Tallest Hotel 46 Stories High

LEONARD HICKS
Managing Director

The extra attention given to the needs of guests will favorably impress you. Nearest to stores, offices, theatres and railroad stations. A special floor is reserved for ladies. Each guest room is outside with bath, circulating ice water, bed-head reading lamp and Servidor. Housekeeper on each floor. Garage facilities.

2500 ROOMS $2.50 UP

MORRISON HOTEL

Madison and Clark Streets CHICAGO

MAILING LISTS

Pave the way to more sales with actual names and addresses of Live prospects.

Get them from the original compilers of basic list information—up to date—accurate—guaranteed.

Tell us about your business. We'll help you find the prospects. No obligation for consultation service.

FREE

60 page Reference Book and Mailing LIST CATALOG

Gives counts and prices on 8,000 lines of business. Shows you how to get special lists by territories and line of business. Auto lists of all kinds.
Shows you how to use the mails to sell your products and services. Write today.

R. L. POLK & CO.
Polk Bldg.—Detroit, Mich.
Branches in Principal Cities
World's Largest City Directory Publishers

Mailing List Compilers. Business Statistics. Producers of Direct Mail Advertising.

INVESTMENTS IN RESEARCH BRING PROFITS TO MANY OF OUR CLIENTS. WHY NOT TO YOU?

Foster D. Snell, Inc.
Chemists « Engineers
130 Clinton St.,
Brooklyn, N. Y.

Say you saw it in SOAP!

The EMULSIFIER for Automobile Cleaner-Polish

HULL EMULSIFIER

is a non-poisonous, non-corrosive agent for rendering automobile cleaner-polishes completely stable. Do you use it? Your competitors do.

The Hull Company

130 Clinton Street Brooklyn, N. Y.

finest hotel in beautiful

JACKSONVILLE

FLORIDA

RADIO IN EVERY ROOM

Enjoy real comfort when you visit Jacksonville ~ Ceiling fans, bed reading lamps, radio, inner spring mattresses and soft water in every room..

$2.00 UP

J.B. POUND - *PRESIDENT*
CHAS. B. GRINER - *MGR.*

THE SEMINOLE HOTEL

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MORE
U. S. STANDARD GUM ROSIN
is used in the soap industry than in any other.

BUY AT THE SOURCE

We have storage yards all over Dixie and can supply Rosin in wooden barrels or in metal drums.

Also Steam Distilled
PINE OIL

TAYLOR, LOWENSTEIN & COMPANY
MOBILE the seaport of ALABAMA *Agents Throughout the World*

Here is your wish!
HIGHEST QUALITY METAL POLISH,
Paste and Liquid, *at lowest price!*

1 to 55 Gallons *Write for Samples and Prices*
SOLSHINE MFG. COMPANY
Established 1897
17 CALDWELL STREET BOSTON, MASS.

"Our Success Is Due to the Quality of Our Products"

WHERE EVERYBODY READS—

If you want a soapmaker, a chemist, a formula—if you are looking for a new position, or what not—the classified department will place your message before the entire soap, disinfectant, household insecticide, polish and allied industries. Advertise direct to the people you want to reach. Classified Advertising, 10c per word, $2.00 minimum per issue. Position wanted advertisements accepted at half rates.

Send your Want Ads to SOAP!

SOAP DIES and STAMPS

—for—
TOILET SOAPS
LAUNDRY SOAPS
BATH TABLETS
STAMPING

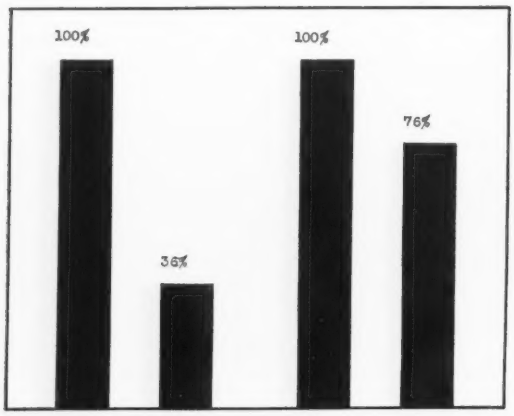
For Foot and Power Presses

Manufacture Backed by 35 Years' Experience

ANTHONY J. FRIES
717 Sycamore Street Cincinnati, O., U. S. A.

Say you saw it in SOAP!

Some publications have held a larger percentage of advertising than others—



Total pages of advertising in 53 industrial business papers as shown in *Class & Industrial Marketing Charts.*

Total pages of advertising in SOAP.

SOAP

has *doubled* the average of 53 good industrial business papers!

The experience of other advertisers is an excellent indication of the value of any publication. When any magazine makes an unusual record in keeping advertising at a high level in these times, that magazine deserves real consideration. In 1932, fifty-three of the best industrial business papers reported page sales averaging only 36% of the 1929 peak. For the same period, SOAP shows a 76% average.

SOAP has been successful in holding this large volume of advertising for two reasons. The soap and sanitary products industries have maintained a high level of activity. In SOAP, these industries are being served by a lively, interesting publication reaching the entire field with a proved 3,000 circulation. This good combination gets and holds business for our advertisers as well as for us.

GERANIOLS

Domestic

Geraniol "S"—Our least expensive Geraniol type. This is offered particularly for soap manufacturers and its fine rosy character is unequalled at the price.

Geraniol Extra—A medium priced product, suggested for use in practically all toilet preparations. It has a fine odor value and an unusually good rosy character.

Geraniol Pure—An exceedingly high quality Geraniol, developed for use in perfume extracts and fine toilet preparations. Its price does not prohibit its use in fine quality toilet soaps.

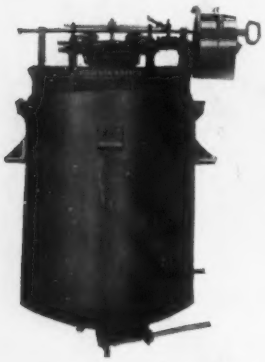
Testing Samples On Request

UNGERER & CO.

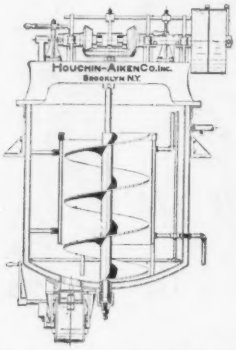
13-15 West 20th Street

NEW YORK

NEW and *USED*
HOUCHIN SOAP MACHINERY



Perfection Crutcher
Sliding Gate Valve

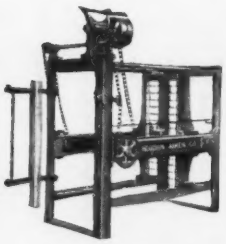


Perfection Crutcher Cross
Section View Plunger
Type Valve

Horizontal Crutcher

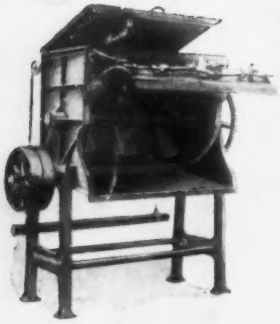
Empire State
Press

Standard
Soap Frame

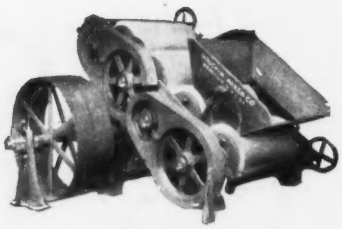


Automatic Power
Slabber

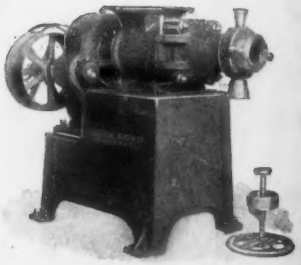
Automatic Power Cutting
Table



Ideal Amalgamator



4-Roll Mill
Mills built with 3 to 12 Chilled
Iron or Granite Rolls



Spur Gear 10″ Screw Plodder
Plodders furnished with 2½″
to 12″ screws.

Write Us For Information Regarding MILL-LESS Method for Making Toilet Soap

HOUCHIN MACHINERY CO., Inc.

FORMERLY HOUCHIN-AIKEN CO., INC.

HAWTHORNE, NEW JERSEY